

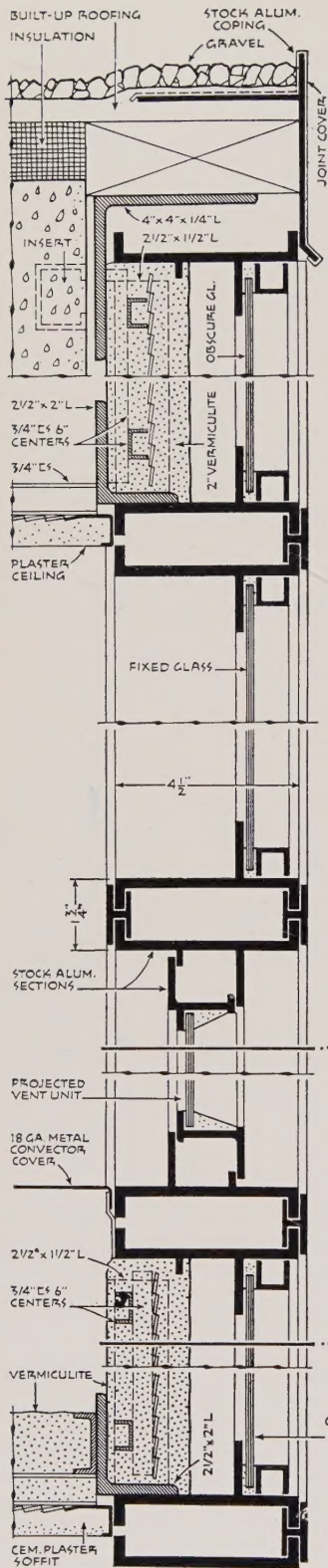
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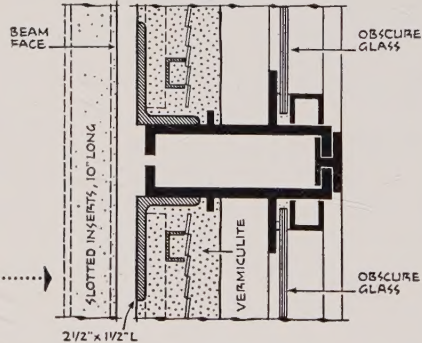
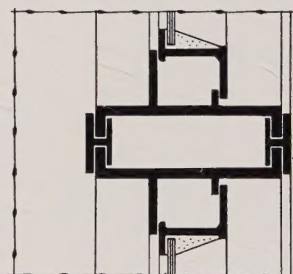
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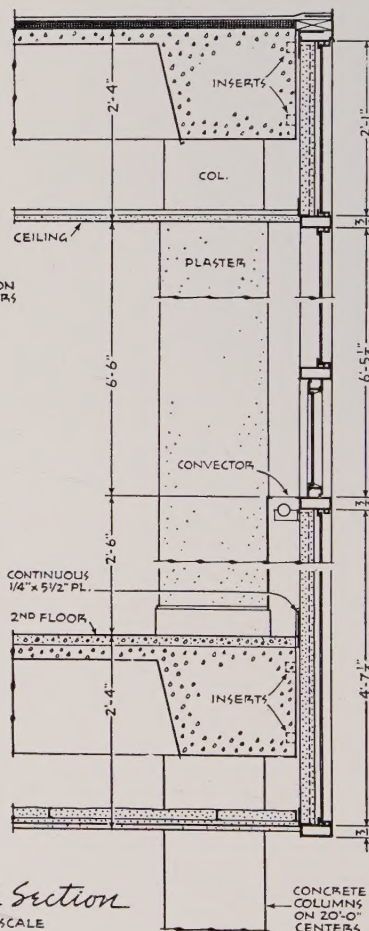


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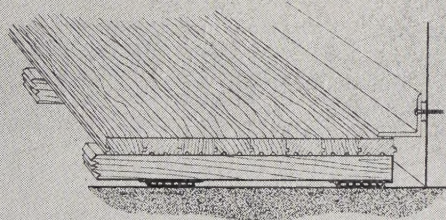
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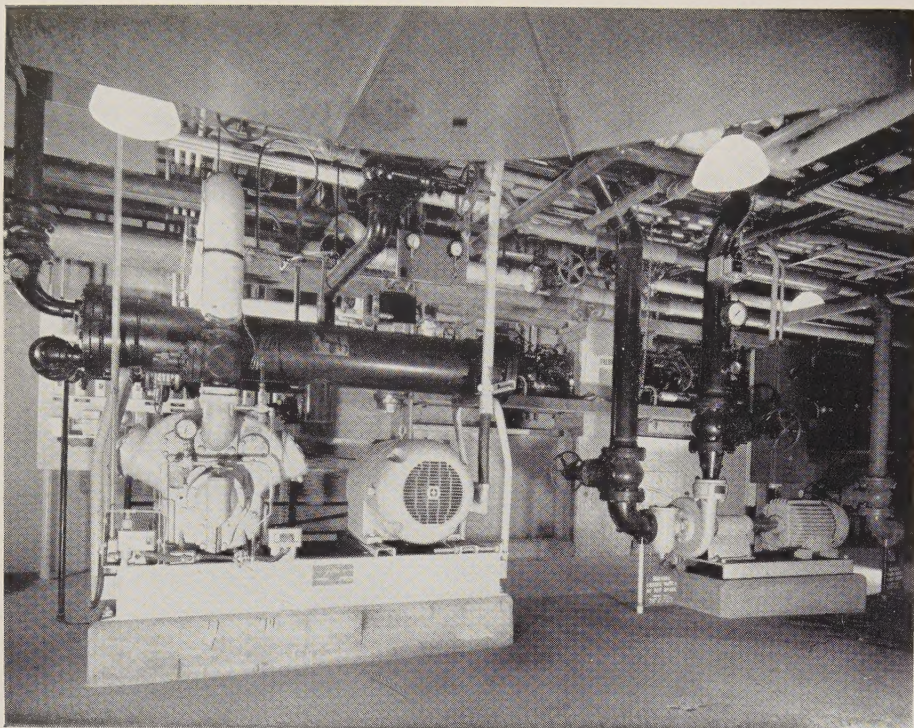
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(and therefore the best salable) de-
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... inspiring in the appraisers and
FHA fresh thinking in the recognition
and value of good planning and de-
sign and in demonstrating the need
for continual reappraisal of criteria

... educating the consumer in the
value of better planning and design,
both economically and sociologically

THEN YOU CAN aid the Committee on
the Home Building Industry of AIA,
working in collaboration with the Na-
tional Association of Home Builders to
realize these objectives through the

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JANUARY, 1958 — Smith, Tarapata &
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FEBRUARY — Swanson & Associates

MARCH — 44th Annual M.S.A. Con-
vention

APRIL — King & Lewis

MAY — OBryon & Knapp, Associates

JUNE — Annual M. S. A. Roster (Al-
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JULY — Leo M. Bauer

AUGUST — 15th Annual Mackinac
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OCTOBER — Public Officials

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DECEMBER — Annual M. S. A. Roster
(Geographical)

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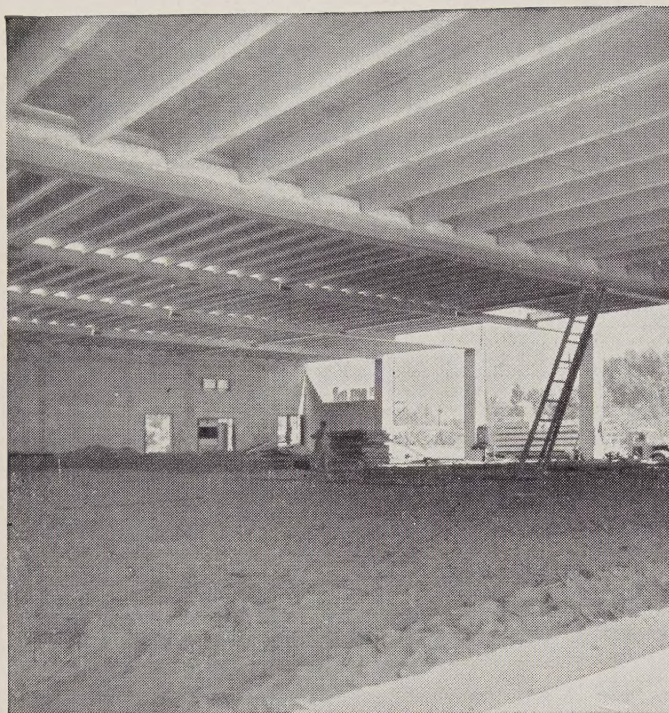
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Above: Front and side view of the nearly completed Safeway Store built in Midvale, Utah.

Left: Interior of the store showing precast concrete channel roof slabs placed on lower flange of the main prestressed concrete roof beams.

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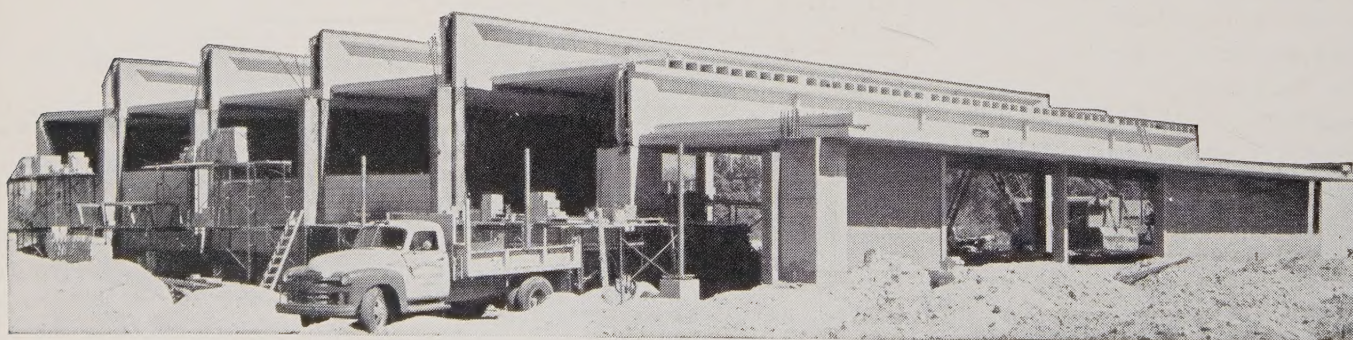
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- ... Chapters of NAHB
- ... Rotary clubs, Kiwanis, school boards, church groups, etc.
- ... Real estate groups, lending institutions
- ... Television programming

Frank and complete answers to the questions on the following page, listed as a guide for your use in evaluating your jobs with relation to our aims, will be of great value to us in preparing the script for the film.

1. Provide a brief outline describing the considerations which went into the design of the site plan, plan of house, elevations and color schemes.
2. What was the extent of service provided by you to the builder? Stock plan Full service, including: Preliminary studies Design and elevation changes Detailed drawings and Specifications Color plan Site plan Landscaping Sales assistance Supervision and Expediting Other:
3. In what ways (if any) were you able to help the builder decrease his costs?
Increase the value of his development?
4. Was the project successful in terms of sales? Consumer-satisfaction? If not, what changes will be incorporated into future plans based on criticisms of this job?

Examples of both GOOD and BAD design are needed. Sources will remain anonymous except for credits listed together.

Any additional remarks or suggestions with regard to your work or the film strip itself will be most welcome.

Any suggestions of builders or architects in your area active in this field of development building whom we might write will be appreciated.

Information is to be sent to:

Mrs. Gery Witt

Coordinator of AIA-NAHB-FHA Film Project

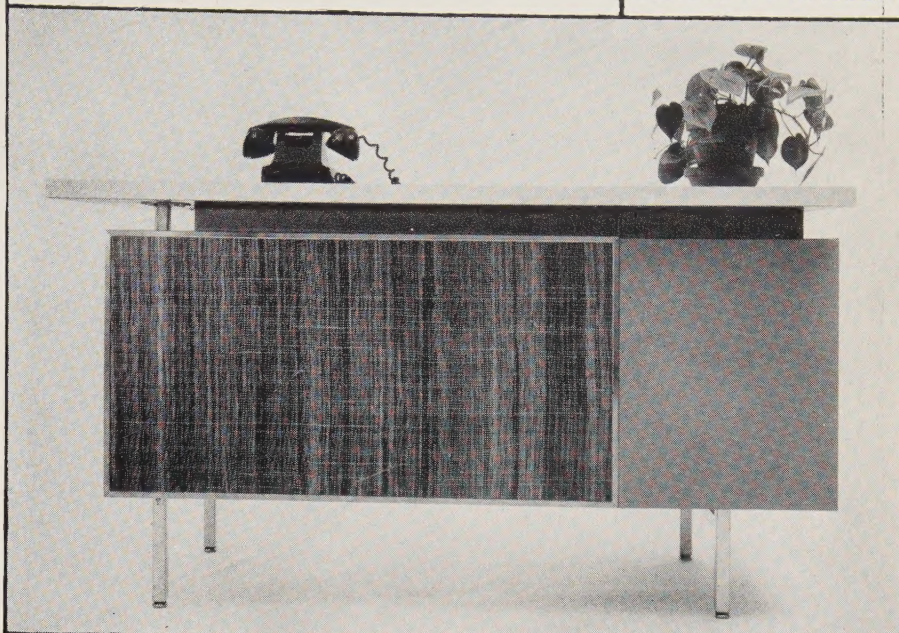
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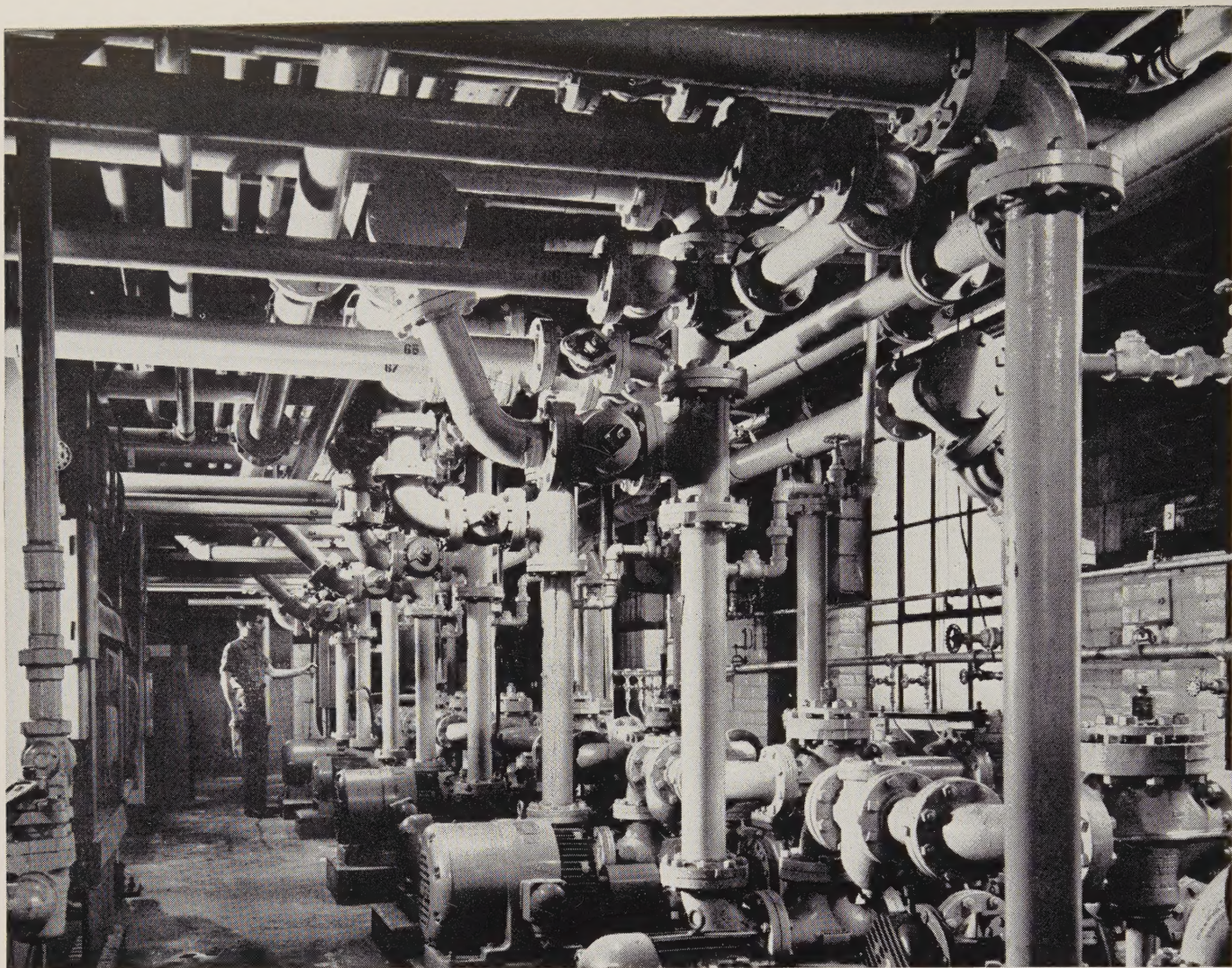
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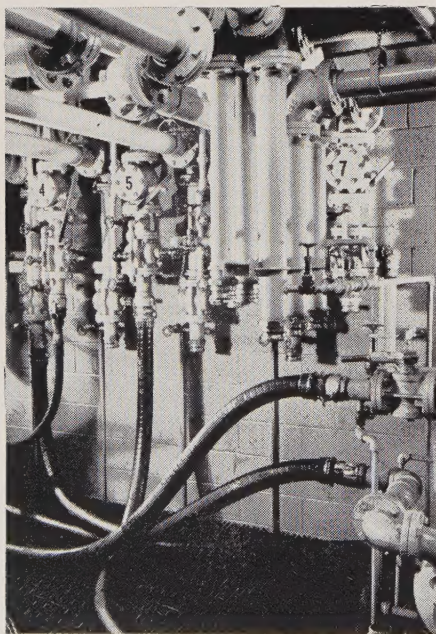
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December Meeting

Members of the Western Michigan Chapter, A.I.A. will meet at Schuler's restaurant in Marshall, Mich. on December 9, 1957. A social hour will begin at 6:00 P.M. and dinner will be served at 7:00.

The speaker will be Mr. Euel Vines, of Koppers Company, Inc., of Detroit, and his subject will be "Pitch and Gravel Roofs."

Forty-six members and 43 guests were present at the Chapter's annual ladies' night meeting at Riverside Motel in Lansing, November 4, at which John C. Thornton, A.I.A. showed color slides taken on his tour of the Rockies and other parts of the country. David E. Post, Chapter Secretary, reports that Adrian N. Langius, F.A.I.A., Chairman of the Biddle House Restoration Committee, gave an interesting report on that activity.

MANSON & CARVER ASSOCIATES, ARCHITECTS announce the removal of their offices in Lansing from 517 North Washington Avenue to 520 Cherry Street, Lansing 33.

The telephone number remains the same—IVanhoe 4-1311.

Elmer J. Manson, senior member of the firm, is immediate past president of the Michigan Society of Architects and as such is now serving as Director at Large.

MAGNUSON & SUMNER, ARCHITECTS, of Muskegon, Mich., announce the removal of their offices from the Montgomery Bldg. to 1643 Peck St. The telephone number, 2-2791, remains the same.

The principals, E. Harry Magnuson and Matt Sumner, are members of The American Institute of Architects, its Western Michigan Chapter and the Michigan Society of Architects.

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Saginaw Valley Chapter

Michigan Society of Architects Board of Directors met with members of the Saginaw Valley Chapter, American Institute of Architects at its dinner meeting in the Hotel Bancroft, Saginaw, November 12.

This being the Chapter's annual meeting and election, Secretary Auldin H. Nelson, who had received the ballots by mail, announced the following results: Harvey C. Allison, of the Dow office, President; Nelson, of S. A. Nurmi, Associates, Inc., of Flint, Vice President; Vincent T. Boyle, with the Dow office, Secretary, and Peter Frantz, Treasurer.

M.S.A. Directors: Willard E. Fraser, of Dow's, was reelected, but he resigned because of lack of time, and James A. Spence was appointed to fill the vacancy. Frederick E. Wigen was reelected, and Herman J. Klein, of MacKinzie, Knuth & Klein, Inc., of Flint, continues the second year of his two-year term.

Chapter President, A. Charles Jones

New officers of the Saginaw Valley Chapter, A.I.A., shown below, are, top row (L. to R.): Harvey C. Allison, President; Auldin H. Nelson, Vice President; Vincent T. Boyle, Secretary and Peter B. Frantz, Treasurer.

Bottom Row: M.S.A. Directors, Herman J. Klein, James A. Spence and Frederick E. Wigen. A. Charles Jones, bottom, right, is the retiring president.

presided and called upon James B. Morison, Society President, who introduced the Society Directors and gave a resume of the Board's activities. The President also introduced Mr. Hugh W. Brenne- man, of Lansing, newly appointed Public Relations Council for the Society. Mr. Brenne- man gave a good account of his stewardship, considering the fact that, as he said, he had not yet learned all about architects. One of Mr. Brenne- man's first tasks will be revision of the Society's brochure entitled "Organizing to Build." The supply of 25,000 copies of the booklet has been exhausted and a revised edition will be issued under a new name. In fact, Mr. Brenne- man recommends two booklets—one to tell the prospective client about the architect, with reasons why he should employ one; another as a follow-up for those who decide to engage an architect and want to know how to go about it, what to expect of an architect, how to deal with him, and something about his fees.

Adrian N. Langius, F.A.I.A., Chairman of the Biddle House Restoration Committee, told the interesting story of that project, and how plans for starting the project are under way for next spring.

The Society Board met at luncheon at the Hotel, committees met at 2:00 P.M., and the Board reassembled at 3:00.

Reports were heard from all the committee chairmen, including Langius as

President of Monthly Bulletin, Inc. Wigen as Chairman of the Administrative Committee; Vander Laan for Public and Professional Relations OBryon on Education and Research, and others.

Approved was a resolution proposed by the Committee on Education and Research, directed to the schools of architecture in Michigan, as follows:

"The Michigan Society of Architects suggests that architectural research is in the best interests of the profession of architecture and the public, particularly as it relates to the behavioral responses of individuals to their environment.

"We define architectural research as comprising all those studies that are aimed at discovering new factors that should be considered in the planning and design of buildings and communities."

President Morison announced the appointment of Jay S. Pettitt, Jr. as Chairman of the Draftsmen's Competition, a feature of the Society's Convention at Detroit's Hotel Statler, March 12-14, 1958.

Other appointments: Warren S. Rindge, of Grand Rapids, to fill the unexpired term of Howell Taylor, deceased, on the Committee on Preservation of Historic Buildings; Nominating Committee, to prepare a slate of officers to be voted on at the Society Board's Annual Meeting in Detroit, December 12—Ernest J. Dellar, Willard E. Fraser, Frederick J. Schoettley and George W. Sprau.



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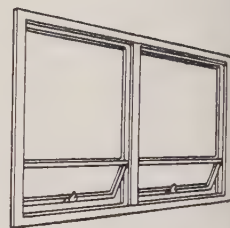
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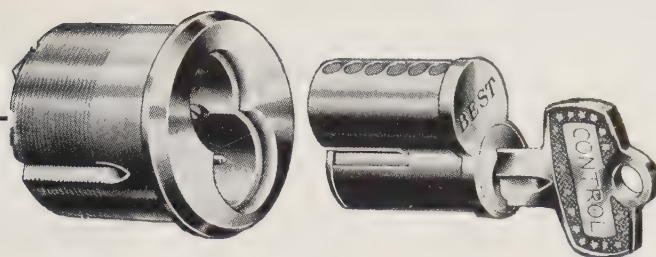


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Detroit Chapter's Next Meeting

Philip N. Youtz, A.I.A., new Dean of the College of Architecture and Design, University of Michigan, will be the speaker at a meeting of the Detroit Chapter, American Institute of Architects in the Rackham Memorial Building on the evening of Thursday, December 19.

His subject will be "Contemporary Trends in Architecture."

Dean Youtz has been a practicing architect in New York City since 1946. He graduated from Amherst College in 1918 and received his master of architecture from Oberlin College in 1919, after which he taught architecture at Columbia University, and People's Institute, both in New York City.

The new Dean is primarily a practicing architect, having designed schools and other structures throughout this country and in the Far East. He is also a most versatile person, having distinguished himself in the fields of art, writing, teaching and invention.

He was curator of the 68th St. Branch of the Pennsylvania Museum of Arts in Philadelphia from 1930 to 1932, and assistant director of the Brooklyn Museum of Art from 1934 to 1938. He was President of the American Federation of Arts, 1936-38; director of the Pacific Area, Golden Gate Exposition, San Francisco, 1938-39. From 1939 to 1941 he was consultant for the U. S. Government on research and development for World War II.



PHILIP N. YOUTZ, A.I.A.

Newly appointed Dean of the College of Architecture and Design, University of Michigan

He is the inventor of the Youtz-Slick Lift Slab, a new type of construction consisting of monolithic reinforced concrete floor and roof slabs poured at ground level and hoisted into place by hydraulic jacks, thereby eliminating much costly form work.

Following Dean Youtz' address, Lynn W. Fry, A.I.A., Supervising Architect for the University of Michigan, and a Director of the Chapter, will show slides of the University's recent buildings.

Detroit Chapter Meeting Report

Detroit Chapter, The American Institute of Architects held one of its most important and constructive meetings of the current season when it met jointly with the Illuminating Engineering Society, Michigan Chapter at The Detroit Edison Company's office building on the evening of November 19.

The Chapter Board met during the afternoon, and following dinner in the Company's restaurant, the two groups assembled in the auditorium, where more than 200 were present. Chapter President Gerald G. Diehl opened the meeting and thanked the IES for recognition of the architects, and for the program arranged by the co-chairmen, Lyaal H. Askew, A.I.A. and Frank North, IES.

Mr. North introduced a little surprise of his own when he offered a "somewhat belated" greeting to Talmage C. Hughes on his recent birthday.

The first speaker on the four-man panel was William Edward Kapp, F.A.I.A., who made an interesting plea for quality instead of quantity, and discussed the aesthetics of lighting.

Nela Park's Will Fisher spoke on his experience with "High-Level Office Lighting"; Frederick G. Stickel, A.I.A., on "Lighting in Architecture," and Eric Church, Vice-President of Lighting, Inc., of Highland Park, Ill., spoke on "New Application Techniques."

Altogether, it was a very enlightening evening.

E. DAVID REITZEL, JR., of 724 Arthur St., Plymouth, has become a junior associate member of the Detroit Chapter, American Institute of Architects.

Reitzel received his Bachelor of Science in Architecture from Lawrence Institute of Technology. He is at present a draftsman with Wheeler & Becker, Architects of Detroit.

J. LEONARD RUSH, AIA, of Detroit spent the month of October with Mrs. Rush and their daughter Karin at the Greenbrier, White Sulphur Springs, West Virginia.

Detroit Chapter Committees

GERALD G. DIEHL, President of the Detroit Chapter, American Institute of Architects, announces the appointment of Chapter committees for 1957-58 as follows (the first-named being chairman):

MEMBERSHIP — Frederick G. Stickel, Werner Guenther, Maurice E. Hammond, Talmage C. Hughes, Charles E. Sleeper, Jr.

OFFICE PRACTICE — Charles H. MacMahon, Jr., Julian R. Cowin, Joseph W. Leinweber, LaVern J. Nelsen, Jay S. Pettitt, George P. Head, Gaylord A. Watts.

RELATIONS WITH THE CONSTRUCTION INDUSTRY—Paul J. Ketelhut, John K. Cross, Joseph N. French, Harry S. King, Stewart S. Kissinger, Louis Menk, Gustave Muth, Raymond C. Perkins, Carl A. Scheuffler, George L. W. Schulz, Bruce H. Smith, Clair W. Stuchell, George F. Ganger, Robert L. Morris.

RELATIONS WITH GOVERNMENT AGENCIES—Lynn W. Fry, Don W. Hunter, Arthur H. Messing, Malcolm R. Stirton, Robert W. Yokom, William E. Martin, Thomas P. McEvelly.

EDUCATION—Suren Pilafian, L. Robert Blakeslee, Ralph W. Hammett, Mark T. Jaroszewicz, Nathan Johnson, Eino O. Kainlauri, William Muschenheim, Earl W. Pellerin, Walter B. Sanders, Robert

H. Snyder, Harold Binder, James E. Gibson, Marco Nobili, Grace J. Pilafian.

PUBLIC RELATIONS — Talmage C. Hughes, James B. Hughes, Charles H. MacMahon, Jr., Frederick J. Schoettley, Keith F. Weiland.

ALLIED ARTS—Joseph F. Dworski, James W. Conn, Joseph L. Cyr, Lester Fader, F. James Lynch, Yoshizo Machida, Charles J. Parise, David B. Spalding, Shirley A. DeVirgilis, Geraldine A. Kavanaugh.

CIVIC DESIGN—Clair W. Ditchy, Thomas H. Hewlett, Amedeo Leone, Louis G. Redstone, Louis Rossetti, Eberle M. Smith, Malcolm R. Stirton, J. Robert F. Swanson, Karl O. VanLeuven, Jr., David H. Williams, Jr., Minoru Yamasaki, Edward A. Eichstedt.

REGISTRATION AND APELSCOR — Maurice E. Hammond, Talmage C. Hughes, Frederick J. Schoettley, Morris Webster.

PROGRAM—Lyall H. Askew, Wells I. Bennett, Ernest J. Dellar, James B. Hughes, Talmage C. Hughes, Eino O. Kainlauri, Earl G. Meyer, Louis F. Pacheco, Frederick J. Schoettley, John R. Politzer.

RESIDENTIAL ARCHITECTURE—Clifford N. Wright, James W. Conn, Carl R. Habermas, Gustav J. Hanniken, Anne C. Krebs, Carl B. Marr, Earl W. Pellerin.

RELATIONS WITH OTHER PROFESSIONS — Julian R. Cowin, L. Robert Blakeslee, J. Charles Burns, Montgomery Ferrar.

PRESERVATION OF HISTORIC BUILDINGS—Emil Lorch, Frederick A. Fair-

brother, Earl W. Pellerin, Melvin Reiter, William J. Winburn.

CIVIL DEFENSE—Alex Linn Trout, Don W. Hunter, Robert L. Morris.

AMERICAN ARCHITECTURAL FOUNDATION—Arthur K. Hyde, Lyall H. Askew, Robert F. Hastings, William E. Kapp.

DETROIT PUBLIC SCHOOLS ADVISORY COMMITTEE — Gerald G. Diehl, Lyall H. Askew, Charles D. Hannan, Thomas H. Hewlett, Earl G. Meyer, Suren Pilafian, Verne H. Sidman, Eberle M. Smith, Linn Smith.

DIRECTOR ON THE BOARD OF MICHIGAN SOCIETY OF ARCHITECTS—Earl G. Meyer.

EXECUTIVE SECRETARY — Talmage C. Hughes.

REPRESENTATIVES ON NATIONAL COMMITTEES—Wells I. Bennett, Awards and Scholarships; Talmage C. Hughes, Chapter Affairs; Julian R. Cowin, Collaboration with Design Professions; Suren Pilafian, Education; Clifford N. Wright, Home Building Industry; Sol King, Hospitals and Health; Charles H. MacMahon, Jr., Office Practice; Emil Lorch, Preservation of Historic Buildings; Arthur K. Hyde, Research; Eberle M. Smith, School Buildings; Charles A. Blessing, Urban Design and Housing; Leo M. Bauer, Advancement of the Profession; Robert F. Hastings, Collaboration with the Department of Education and Research.

EX-OFFICIO MEMBER OF ALL COMMITTEES—Gerald G. Diehl.

Resolution

DETROIT CHAPTER, THE AMERICAN INSTITUTE OF ARCHITECTS was tendered a Resolution from Detroit's Common Council, at the Chapter's Centennial Symphony Concert in the Henry and Edsel Ford Auditorium on the evening of October 28.

The Resolution read:

WHEREAS one hundred years ago, in 1857, thirteen architects of ideals and vision founded The American Institute of Architects with the objectives of uniting in fellowship the architects of the United States of America, of combining their efforts so as to promote the aesthetic, scientific and practical efficiency of the profession of architecture and of making the profession of ever-increasing service to society, and

WHEREAS down through the years the members of The American Institute of Architects and its Detroit Chapter have contributed much to the advancement of architecture and its many broad phases and have been responsible for many improvements in the construction industry, have encouraged the development of the allied arts, and have expressed

the aspirations of our people, bringing into their lives inspiration, beauty, safety and comfort; and

WHEREAS in this their Centennial Year of 1957, the members of The American Institute of Architects in our great City of Detroit have rededicated themselves to the high ideals and objectives of the founders, and have pledged themselves to continue their efforts toward the improvement of our people's environment, helping them to express their hopes, ideals and aspirations through the field of architecture and allied arts and joining with them in their efforts toward achieving a happier and better world for mankind;

NOW, THEREFORE BE IT RESOLVED that the Common Council of the City of Detroit hereby offer sincere congratulations to the architects of Detroit on this auspicious occasion and recommend that it be appropriately observed by the citizens of our community; and

BE IT FURTHER RESOLVED That copies of this resolution be presented to Mr. Gerald G. Diehl, President, and Mr. Talmage C. Hughes, Executive Secretary, at the Detroit Chapter of The American Institute of Architects as lasting and tangible evidence of this Council's admittance and esteem for their fine organization.

Adopted October 8, 1957.

The Resolution was signed by Mary V. Beck, President, Common Council; Council Members, Edward Connor, James H. Lincoln, William G. Rogell, Eugene I. Van Antwerp, Blanche Parent Wise, Charles N. Youngblood and Del A. Smith; Thomas D. Leadbetter, City Clerk; Charles N. Williams, City Treasurer, and Louis C. Miriani, Mayor.

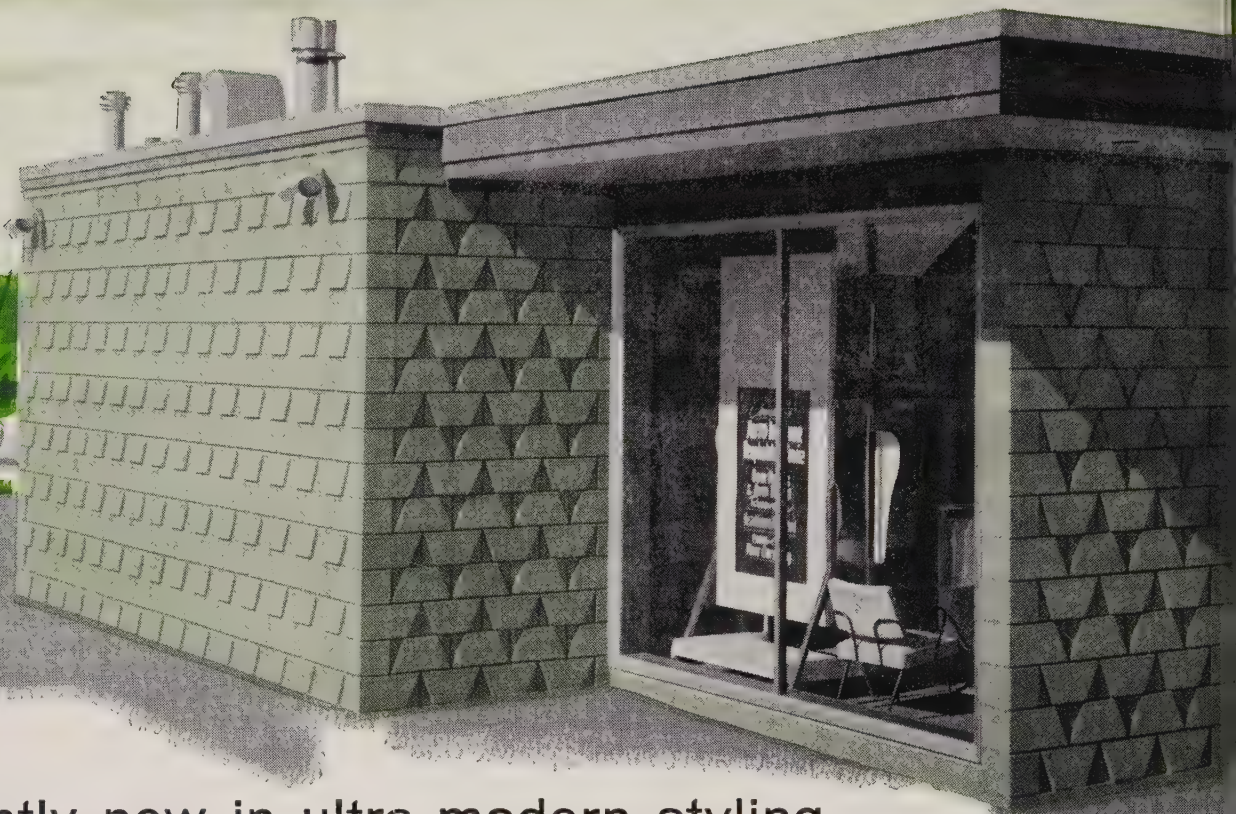
LOUIS D. KILGORE, JR., of 2092 Ewald Circle, Detroit has become an associate member of the Detroit Chapter, American Institute of Architects, it is announced by Gerald G. Diehl, chapter president.

Kilgore, who received his bachelor of Architecture from the University of Michigan College of Architecture and Design in 1953, is at present a draftsman in the office of Cornelius L. T. Gabler, Architect, of Detroit.

ALVA J. STILWELL of 46 State St., Detroit has been elected an associate member of the Detroit Chapter, American Institute of Architects.

Stilwell has worked as a draftsman in numerous architectural offices in the Detroit area and is presently employed by The Detroit Bank and Trust Co. as chief draftsman.

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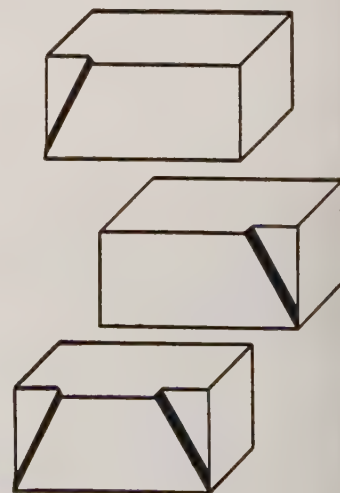
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Centennial Symphony Concert Chairman Louis Gordon Redstone and Mrs. Redstone of Detroit.



First Vice President American Institute of Architects John Noble Richards and Mrs. Richards of Ottawa Hills, Ohio

MacGregor & Co. Photo
Courtesy Detroit Symphony Orchestra



CENTENNIAL SYMPHONY CONCERT GIVEN AT THE HENRY AND EDSSEL FORD AUDITORIUM ON MONDAY EVENING, OCTOBER 28, 1957 BY THE DETROIT SYMPHONY ORCHESTRA FOR THE AMERICAN INSTITUTE OF ARCHITECTS, DETROIT CHAPTER, AS A GRAND FINALE COMMEMORATING 100th ANNIVERSARY OF THE FOUNDING OF AIA

Past President of American Institute of Architects Clair William Ditchy and Mrs. Ditchy of Royal Oak



Mrs. Andrew Robertson Morison, Michigan Society of Architects President James Barr Morison and Mrs. Morison of Detroit



Past President Michigan Society of Architects Elmer John Manson and Mrs. Manson of Lansing



Guest Photos By William E. Bradley



Playwrite Lyall Henry Askew and Mrs. Askew of Detroit



President Detroit Chapter, AIA, Gerald George Diehl and Mrs. Diehl of Detroit



Exhibition Chairman James Bennett Hughes and Mrs. Hughes of Indian Village



Mr. & Mrs. Robert Frank Hasler of Berkeley



Mrs. Harold Broock, Miss Barbara Broock and Mr. & Mrs. Sparkman Deats Foster of Bloomfield Hills, Mrs. Charles Robert Williams of Huntington Woods and Mr. Broock



Mr. & Mrs. Thomas Harry Hewlett of Birmingham, Mrs. James Carleton Covert of Pontiac and Martin Scholl Hayden of Washington, D. C.

All Photos By William E. Bradley

NEARLY 2,500 GUESTS attended the symphony and the buffet supper that followed. The aura of the occasion had all the effulgence reminiscent of the late Mrs. William Astor's Monday nights at the Metropolitan with supper at Sherry's afterwards.

Among those noted in the audience at the symphony were Mr. & Mrs. Alvin E. Harley, Mr. & Mrs. C. Allen Harlan, Mr. & Mrs. Arthur Knox Hyde, Mr. & Mrs. Amedeo Leone, W. Hawkins Ferry, Mr. & Mrs. Arthur O. A. Schmidt, Mr. &

Mrs. Erroll R. Clark, J. H. Gustav Steffens, Mr. & Mrs. Carl B. Marr, Mr. & Mrs. Edward Grabowski, Mr. & Mrs. Charles H. MacMahon, Mr. & Mrs. H. Sanborn Brown, Mr. & Mrs. Edwin F. Noth, Leo M. Bauer, Mr. & Mrs. David B. Spalding, Miss Grace Smith, Mr. & Mrs. Charles B. McGrew, Mr. & Mrs. George K. Harris, Mr. & Mrs. Paul B. Brown, Mr. & Mrs. Albert G. Hann and Miss Patricia Hann, Mr. & Mrs. Henry Clay Hall, Mr. & Mrs. John O. Blair, Raymond Werbe, Mr. & Mrs. Frank E. North, Mr. & Mrs. Byron H. Becker, W. Glasson Coombe, Mr. & Mrs.

George F. Diehl, Mr. & Mrs. John L. Mitchell, Mr. & Mrs. Hurless E. Banks, Mr. & Mrs. E. Burton Wolf, Mr. & Mrs. Charles D. Hannan, Mr. & Mrs. Earl G. Meyer, Mr. & Mrs. Stephen S. Page, Mr. & Mrs. Stanley Fleischaker, Mr. & Mrs. Joseph F. Dworski, Mr. & Mrs. Dirk Van Reyendam, Mossie Belco, Mr. & Mrs. Maurice E. Hammond, Mr. & Mrs. Kenneth C. Clack, Mr. & Mrs. John W. Armstrong, Mr. & Mrs. Frank Barcus, Mr. & Mrs. Robert S. Raisch, Mr. & Mrs. Richard B. Fernbach, Mr. & Mrs. Yoshizo Machida, Mr. & Mrs. W. H. Glines, Mr. & Mrs. Werner

Past President Detroit Chapter, AIA, Suren Pilafian and Mrs. Pilafian of Detroit



Ernest James Dellar and Mrs. Dellar, President of the Women's Architectural League, of Pleasant Ridge



C. William Palmer of Indian Village, Mr. & Mrs. Wayne Mohr of Rosedale Park and Mrs. Palmer



Publicity Chairman, University Prof. L. Robert Blakeslee and Mrs. Blakeslee of Detroit





Arrangements Chairman Eberle Smith and Mrs. Smith of Grosse Ile



Mr. & Mrs. Frederick William Fuger of Grosse Pointe Farms



Mr. & Mrs. Talmage Coates Hughes of Grosse Pointe Farms



Mr. & Mrs. J. Robert F. Swann of Bloomfield Hills



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William Henry Odell of Highland Park, Mr. & Mrs. Albert Edward Hackett of Northville and Mrs. Odell

Guenther, Mr. & Mrs. Allan G. Agree, Mr. & Mrs. Cornelius L. T. Gabler, Mr. & Mrs. Joseph Leinweber, Mr. & Mrs. Charles R. Beltz, Mr. & Mrs. Robert C. Metcalf, Mr. & Mrs. Walter L. Couse, Mr. & Mrs. Marco Nobili, Mr. & Mrs. Thurston R. Jahr, Mr. & Mrs. Homer A. Fowler, Miss Florence Dyer, Mr. & Mrs. Cyril F. Cox, Miss Helen Fassett, Mr. & Mrs. Frederick C. O'Dell, Mr. & Mrs. Urban U. Woodhouse, Mr. & Mrs. Raymond C. Perkins, Mr. & Mrs. David W. Nesmour, Mr. & Mrs. George L. W. Schulz, Mr. & Mrs. G. J. Hanniken, Mr. & Mrs. Frederic A. Fairbrother,

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Gustav Muth, Mr. & Mrs. Lawrence A. Hume, Mr. & Mrs. Donald D. Burford, George B. Melcher, Mr. & Mrs. Ralph N. Holzhauer, Mr. & Mrs. Berj Tashjian, Mr. & Mrs. H. Augustus O'Dell, Lilian Jackson Braun, Mr. & Mrs. Peter Cooper Higbie and Mr. & Mrs. Robert Saarinen Swanson.

The affair was of such signal success that many voiced regret that they should be forced to wait a hundred years for a similar occasion and suggested that instead it seemed not quite improper to propose that another gala be held next year—GUSTAVUS ARNOLD

Mr. & Mrs. Owen Luckenbach of Birmingham



Hostess Chairman Mrs. Frederick John Schoettley of Detroit and Miss Edna Krause of Harper Woods



Mr. & Mrs. Gerald Duane Peterson of The Parkhurst



Mr. & Mrs. Ralph Russell of The Garden Court



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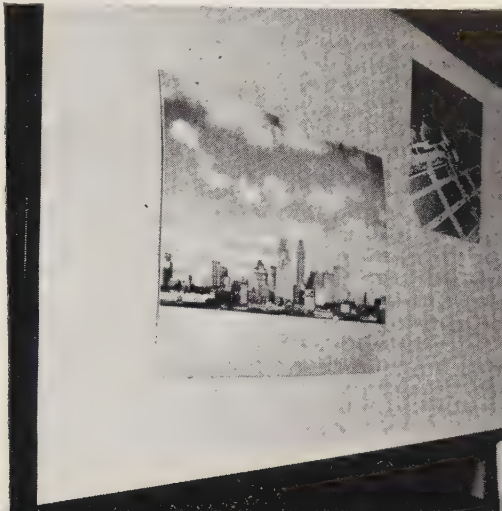
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Frank Lloyd Wright Townhall Lecture Ford Auditorium, Detroit, Oct. 21, 1957

Right, Speaker's table at luncheon following lecture (clockwise): Wright disciple Alden B. Dow, FAIA, Mrs. Clair W. Ditchy, Mr. Wright, Mrs. Alden B. Dow, Talmage C. Hughes, FAIA, Mrs. J. Robert F. Swanson, Harry Gustkey, Miss Alden Edgar and Mrs. Mark K. Edgar



Right: Frank Lloyd Wright surveys photograph of Detroit's skyline at "One Hundred Years of Michigan Architecture" exhibition while others gaze—at him!



Photos By William E. Bradley

Left, (clockwise): Mrs. Talmage C. Hughes, H. Augustus O'Dell, Mrs. J. Robert F. Swanson, Harry Gustkey, Miss Alden Edgar, Alden B. Dow, FAIA, Mrs. Clair W. Ditchy, Mr. Wright and Mrs. Alden B. Dow



Mr. Wright

LADIES AND GENTLEMEN, I have just come from Washington with very little voice. I came back with the golden keys to the City of Washington and a bad case of laryngitis, the Queen and I, but she does not have, so far as I know, a case of laryngitis.

If I can be of any service and do myself a little pleasure, I would like to say what I think about the motor cars that these big boys by their own choice are feeding the American people by the millions. If ever there was an evidence of bad design, they are the present motor cars.

I think in my life I have never seen such an ignorance of the nature of anything existing carried so far. You know, the thing is a ferry boat coming down the street gnashing its teeth at you for no good reason, and it is more a platform trying to digest four wheels than it

is anything mobile. To be frank, there is nothing mobile about it but the name and the engine. The engine is good. The American engine is all right.

But I don't know where these big boys—I guess they call them hotshots—ever got the designs for these things; I suppose from some little boy in the back room who has combed the magazines and has some ideas of peculiarity and idiosyncrasy which he calls beauty. Anyhow, they don't know the difference, the big fellows, and I don't think they would care anyway.

As things are, production is controlling consumption at the present time. Is the American public going to stand for that? You know, that is pretty serious. It isn't so light a matter as it seems at the present moment.

When you look at those fantails on the cars, they look as though they were designed to fight each other in the street.

A car is mobile. A school of fish is mobile, isn't it? You know, you have to get in and among a school. We say a school of fish. Well, we can say a school of cars.

If the fish had all their corners extruded and lighted and emphasized, and then guards for the lamps and the extrusions, they would all lie dead on the surface in a very short time.

What is mobility but something to be

considered when you are designing the thing and putting it into effect? I suppose the progenitors and promoters of it in ancient times would be taken out and hung or shot at sunrise, but we have no such provision. They can do with us as they damn please. Now isn't that too bad?

It reminds me of Mr. Sullivan. A lady came in to see him one day and wanted a colonial house. He said, "Madam, you will take what we give you."

We are taking what they give us all right, and trying to like it.

What is the answer to all this? There is no study of nature. There is no study of the nature of mobility in a car. It is the old lumber wagon still trying to digest four wheels.

Have you ever ridden in a New York taxicab? Any taxicab anywhere? Why, it has no respect for you. It has no respect for the circumstance of its existence. It is trying to imitate the boss' car on the basis of one and a half passengers per trip. And why? What is this thing at the root of this?

Somebody told me once upon a time they thought it was madam. They were trying to please madam. I don't believe they are. I don't think she is that bad. She can be diddled out of her eye teeth, but I don't think she is as foolish as that car would indicate that she is.

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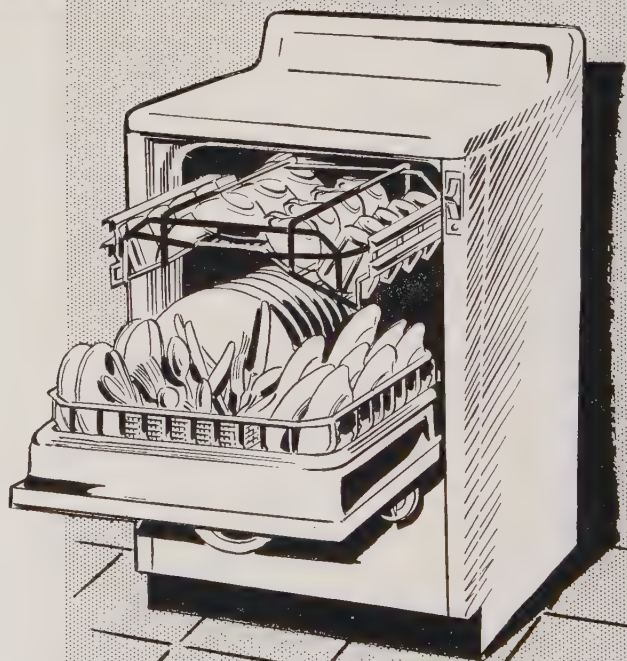
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I am interested in buildings, in the quiet beauty of environment. You drive one of these things in there and it shrieks to heaven and it gives the house the back of the hand. It has no respect for anything. So why do you put up with it?

Why do you buy the things?

Why do you go on from here to there with your streets becoming more and more crowded and your cars getting bigger and bigger, and no consideration ever given to the nature of the thing?

If I have any claim to respect from my own people, it is because I have been a profound, serious student of nature from the time I was born until now. When my mother, who is a teacher, put me down to the kindergarten table, there is where I started to learn the nature of nature, and ever since I have been working away at it, and it is now, standing here talking to you from this standpoint of the study of nature, that I am saying what I am saying.

Detroit is the head of the inequity of the motor car. I don't suppose if the big shots ever wanted to hire anybody that knew anything about designing a car that they could find one, but I am not sure that they would want to if they could, so I can't do anything about it and neither can you.

Now America is in that state, and that is what worries me, this drift toward conformity, conformity, conformity, whereas we, according to Thomas Jefferson were expected to be the bravest and the best by way of the freedom declared by the Declaration of Independence. He thought education would qualify people for the vote and that mediocrity would not be rising into high places. But see now mediocrity is rising into high places. Mediocrity you see everywhere you go.

This is the thing we have been talking about in the motor car. What is it? Mediocrity, the lack of the higher intelligence, the lack of the vision and the perception that makes quality instead of quantity. No democracy can live on quantity. We have had all that sort of thing in the world before. We have got it in communism now. If we can't distinguish ourselves by way of a love for quality and really believing it, not only believing in it but producing in it, we are gone too.

This drift toward conformity of the American people at the present time is an ominous thing. I can't think of anything in the history of civilizations—and there have been so many that have failed—that is anything nearly so tragic as this drift in America toward conformity.

Of course, a man can't be elected to office unless he gets the biggest vote, unless he appeals to them asses. It was a printer who made an error that time by shoving the "m" over to the "e" so that it read them asses instead of the masses. I don't hear very much

reaction to that. Why? For the same reason.

Mass is not the consideration of democracy. Quality is. Distinction coming from actual experience and nature is the only salvation the common man has, and when he becomes jealous of it and when it becomes, as it is almost now in our country, unconstitutional, then it is time to protect. And I think that protect should rise in this nation now.

There is no hope of its rising from the educational institution, and that is where Thomas Jefferson made his mistake on that. He thought that education would qualify the voter and make him fit to be free according to his own choice.

Well now, here we are, and that is a serious proposition for an architect because an architect builds free for a free people if he is an architect. If he is a conformist and if he also is doing the fantail on the car down the street, he is doing all those things that are now characteristic of production when it controls consumption.

If consumption were in control of production, the people would have something to say about these things. The action of the intelligentsia would be registered and change the thing, wouldn't it?

Can you change the car?

Can you change anything in the car? No. And there isn't anything probably in our own country anywhere in existence that you can change or have any effect upon now because we have the wrong end to. We have production in control of consumption.

In order to do that, and keep it up, we have to go to work before long. We have to drop an atom bomb in order to keep these boys satisfied and busy in this debt system under which we live. The day of reckoning has got to come. What is the day of reckoning. You can't pass a car on the street that is owned by the man that drives it except perhaps one in fifteen.

How are you going to get a house nowadays? How do you get them? Go and look at what you get, quantity production, quality gone, no distinction, no individuality, nothing of the sort that was declared by our forefathers to be the aim and end of the Declaration of Independence.

Well, why? Now what has happened? What is it that has happened? Why has mass and the trembling of the herd in education, in production and everything else written down the level of intelligence and character and beauty of what is produced by the American people?

I came down here to say those things in connection with architecture with the car, and the car is architecture. There isn't a thing in connection with your lives that isn't architecture. Your clothes, the way you dress, the way you live, the way you sit down and eat and what you eat and the way you do it all is architecture. The car is architecture.

Where are the architects? What are they doing all these years? They have been running an institute called AIA interested in architects, not in architecture, and that is the great trouble we have now.

Well, all I could do about it I have done. Now why don't you do something about it?

You sit there at home in your beautiful homes, luxury, not all of you but most of you. You see the buildings that are built on this square. They are all in a mode. They are not built from the inside out. Architecture today is still Nineteenth Century. It is still back there in the days when steel was discovered and they could do nothing with it but roll it into lumber. Don't you know what they did? We had steel beams like wooden beams and we put up posts and framed the beams and made a framework of steel just the way we would make it of wood.

There came a dispensation early in the Twentieth Century where steel was seen to be what it was as steel and stranded and made so you could build on it this way (indicating). You couldn't pull it apart. And its great economy and beauty was its tensile strength.

Then we got the Brooklyn Bridge, among other things. And that element in steel has been neglected to this day, and the buildings you have across the street are what? They are that old steel frame by the Nineteenth Century bridge engineer. They are not from the inside out. They are merely paper-hanger's facades.

The building isn't built that way, and who cares how the building is built? If you hang a front on it that looks tasty, we'll say, and novel, that's all.

But it is not enough for an architect. It may be enough for the car maker, but architecture is something profound.

It is something in the human spirit and the human soul and it requires poetry. The poetic principle is the heart of architecture, and if you are not inspired by the poetic principle to develop from the nature of the thing a beauty never seen before, you are not an architect. You are not a poet, in other words.

The word "beauty" is something we use with discretion or we are sorry in our country. We have science galore. We have all the things that science can give us. Science can take anything apart but it can't put anything together to live.

That is why we have lost our art, architecture and religion. Do you know we have no religion of our own now? The only thing we have left to go on after the Declaration of Independence was the declaration of Jesus who said, "The kingdom of God is within you."

That, of course, is where we are as a nation by way of our Declaration of Independence. We have declared the sovereignty of the individual. Now what have we done to justify the Declaration?

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We should be the light of the world today. We should be the light of the world in this innate expression of human nature we call art, and we should have a religion of our own. We shouldn't still be a gambling, quarrelling aggregation of sects. We might have lots of fun by differentiating a thing, but still we should have a core of faith, faith in man, faith in our own Declaration, in our own way of life, and we should find its beauty and it should be more beautiful than anything this world has ever seen.

Well, is it? I think we have made some progress. I don't want to write this whole thing off because I know how earnest and how serious many of our people—most of our people, I will say—are in finding something good, something true, something that goes in and buttons back, something that really comes out from within with integrity, and it is that integrity that is lacking throughout the American fabric today and lacking in the car. There is no integrity in the whole performance. There is no integrity anywhere in the housing that you see built.

Where did we lose this contact with integrity when we declared the sovereignty of the individual? Where? In education? Yes.

Thomas Jefferson felt that we would qualify the vote, temper this great unwieldy, unthinking, unfeeling mass by education. Well, look at the buildings first of all in which this education is administered.

Has it any deep consideration and feeling for the impression that it would make upon the mind of the young by the integrity of its beauty and character? There is only one university in the United States that has an American campus, and that is Florida Southern College. Not one of the others have one that really represents the new thought, our thought, our belief in humanity.

It is all handed to us as derelicts from the past from civilizations that are either dead or doomed to die.

Education has failed us, and it has. This car shows us up. Everything we do shows us up, shows that we have never learned the vital necessity of going into whatever the nature of the thing we do is.

For instance, if you are to take the nature of a motor car or the nature of the dwelling of the man without much money, what would the nature of the thing if you yielded to it, developed it, bring you? If we really got into the nature of humanity and arranged things accordingly at the best level we could come to, what would we have?

Would we have this realtor? Would we have these cities we live in now? Would we have anything we've got which we practice as a leftover from the past?

We got production so easy and of such volume that it could wipe out everything else except production. Now where

are these things being reckoned with? It is not in architecture.

You know, this is an architect's job. The architect is the form giver of his people in his time in his nation, and he hasn't been present in ours. He has been educated first of all at the Beaux Arts at Paris, and we have those architects.

Then we got another kind, an import from abroad when the "Bah Houses" closed up, and now we are looking around to find out what really it is that has happened to us, and what is it?

How many of you have really ever given it a thought? We have got to think. We have got to wake up. We have got to make of this country a great beautiful civilization or we will be the shortest one in history, because our scientific advantages have been so exaggerated; they have so far outrun our spiritual interpretations and so far gone ahead of everything that we know or feel within ourselves that we don't know where we are.

We don't know what to do with the thing. It has got us. We haven't got it. We are not designing these things anymore. We are not building our buildings anymore. We are not designing our cars or designing anything anymore.

Well, why aren't we? We, a free people—we, the people with the greatest gift of riches on earth, with the greatest expanse and beauty of ground—what have we done?

It isn't a fair question. I'm sorry. I apologize. But I really haven't got very much to offer on the side of the apology.

We now have reached the point where everything is publicity. Publicity is managed. Publicity, publicity, publicity; names, names, names. And when you go to school, it is not the nature of the thing your attention is directed to. It is again comparisons, comparisons, comparisons.

Now, the inferior mind learns by comparison, but how does the superior mind learn? By analysis.

The superior mind doesn't ask who is this and who is that and what is this name and that name and that name. It says: What is the nature of this one?

What is the nature of that one?

And it goes inside and comes out with something.

That is what is missing in our educational system. It is what is missing in our nation today. It is why these silly cars roam the streets. It is why these houses we live in are so lacking in harmony, beauty and proportion.

It is why your diet, even, is a shame, and not only a disgrace but it is practically going to destroy the nation if we don't do better than we are doing now.

All these things should be related to something we don't seem to have, and that is the integrity that comes from knowledge of nature and nature study.

What is nature? We don't mean horses, cows, streams, trees or flowers only. We mean the nature of you, your nature, human nature—and other nature, the nature of this thumb of mine here. What is the nature of the thumb as compared with the other fingers?

It means an interior sense of whatever is.

And this architecture I have devoted my life to we call organic. What does organic mean? It doesn't mean something in a butcher shop. Necessarily it is that, but that is the lowest form of it.

Organic means something that has entity. Only entity can live. So when you get that into a building, you have got it into civilization, and when you understand the nature of the term "organic" and the nature of nature study as I am advocating it to you now, you have the center line of the civilization that can preserve itself, that can persevere.

Now, it is so near. Why don't we have it? What is the matter with these professors? What is the matter with these dignitaries? What is the matter with these big shots with millions to spend?

They don't build that kind of building. They don't build that kind of car. They don't build that kind of life by way of their religion, etc.

We haven't got the religion that presents it to the people as it should.

Now, architecture presents man to man. Literature tells about man, but here the most fundamental thing we can have in our life, young as it is as a nation, is a fine architecture of our own, and that means we have got to have some knowledge, some sense of what makes this thing virtuous, which gives it to us right side up, and we know little or nothing about it.

And if you ask me, if you are to go to the AIA and try to find out from them what I am talking about, they couldn't tell you and they are architects.

I have never joined them and I never will because I think if they changed the name from American Institute of Architects to The American Institute of Architecture, I would. There is a difference. I think architects today are all that is the matter with architecture.

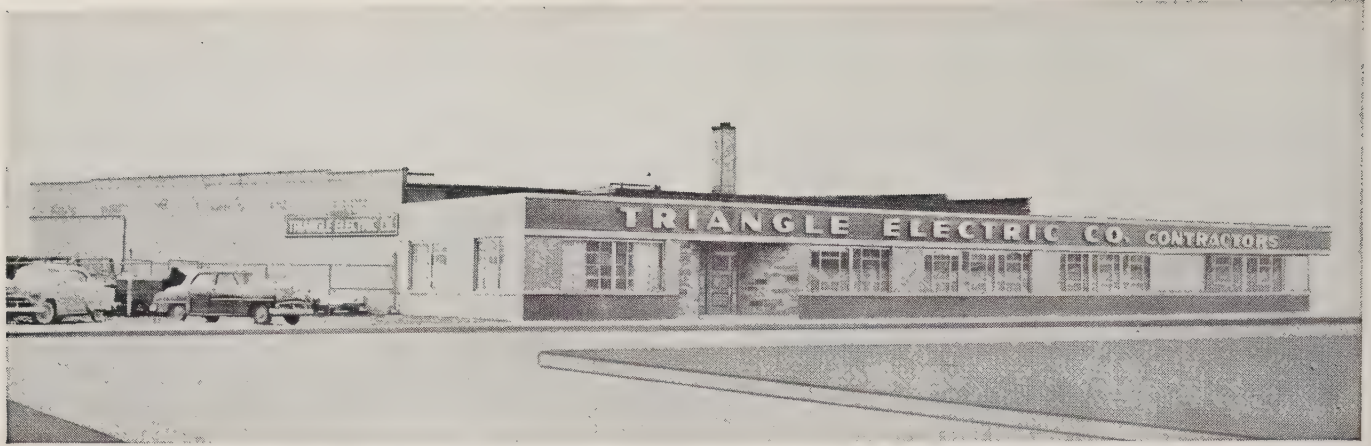
Gerald Stanley Lee, a preacher, who was very much worth listening to in his day, said that the only trouble with goodness in America were the people that had hold of it.

Well, the only trouble with the cars today is not the people who run them, or is it? Maybe it is. I dare say that we are missing something here and that these cars wouldn't be there in the foolish fashion they are in unless it was for you. It is your responsibility and so is all the rest of this.

Good bye.

(Question from the audience)

MR. WRIGHT: This lady wants to know if I designed the Arizona Biltmore



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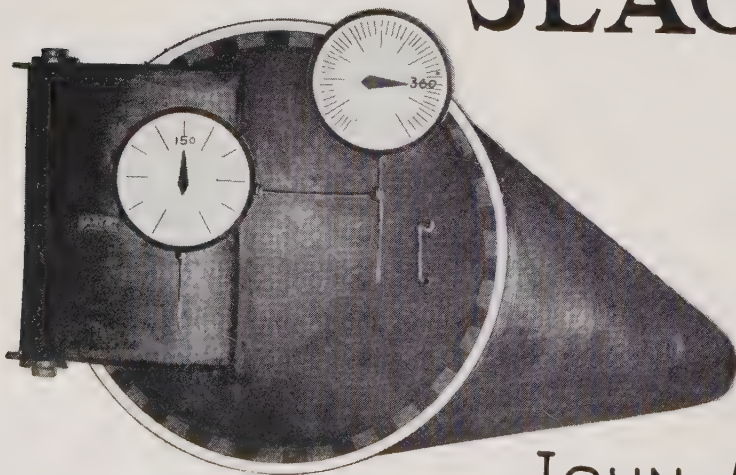
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Hotel, and I did. I spent a whole year at it. There was a young student of mine who had the commission. He never built anything but a house, so they sent for me to help out and I helped out. So that is the Arizona Biltmore.

QUESTION: What kind of a car do you drive?

MR. WRIGHT: Shall I confess? I do not drive an American car.

I am building a house for the distributor of the Mercedes, Mr. Hoffman, and a beautiful house it is. And he had this car made for me in Stuttgart, the one I am driving, and brought over here.

We have one other sports model, so we have the two Mercedes which today are probably as good as the Rolls Royce. Now, will that satisfy you?

(Question from the audience)

MR. WRIGHT: Here is a do-it-yourself girl in the audience who wants to know if she should design her own car. That is rather an embarrassing question because I wouldn't know. It would depend on how good she was.

(Question from the audience)

MR. WRIGHT: This man wants to know what the chances are of building the mile-high building in Chicago.

I think it is inevitable. I have no doubt whatsoever that the mile-high building will be built, and the sentiment of the whole region is similar to mine.

You must understand the mile-high to understand that it isn't spoofing. It is absolutely scientific, and it is a great economical project. It will end all this foolishness of sky scraping, you see. That is what I designed it for.

Going home on the train the other day—Chicago had a Frank Lloyd Wright Day recently and there was an exhibition, and the evening of that day one of my friends was going out to the north side on a late train, you know, eleven o'clock, and there were four workmen—this just indicates the grass roots—playing cards in the back of the car. He was listening.

One of them said, "Why, that thing will never be built. Tain't practical."

Another workman stuck his hand in his pocket and pulled out a \$10 bill and laid it on the table. "There," he said, "there is \$10 to say it will be built within three years." And there were no takers. That is the way I feel about it.

QUESTION: What do you think of the concrete shell medium in modern architecture?

MR. WRIGHT: Concrete reinforced with fibers of steel is the body of our modern world in any form. Concrete with steel fibers embedded in it, which is very like your own structure or the structure of a tree or any structure nature indulges in, is going to be the body of our modern world. This old lumbering with steel, building these frames and idealizing a facade on the frame and hanging wallpaper on it isn't going to

last. That is not Twentieth Century architecture; that is the old Nineteenth Century bridge engineer's architecture.

And as for me, to hell with it!

QUESTION: It has been said that music is architecture in a fluid state.

MR. WRIGHT: Well now, ladies and gentlemen, it is perfectly true that music and architecture flower from the same stem. The composer has his score. The architect has his modular unit system on which he works, and the minds are very similar, practically the same.

My father was a musician and a preacher. He taught me to see a great symphony as an edifice, an edifice of sound, you see. So when I listen to Beethoven, who is the greatest architect who ever lived, I never fail to see

buildings. He was building all the time. He was a great, competent builder and so was a great composer also.

So never miss the idea that architecture and music belong together. They are practically one.

QUESTION: What do you think about the interplanetary activity?

MR. WRIGHT: It amuses me somewhat, and I think it is of no very great significance except to win a race or something or other. I don't think that is the matter with us or what we need or that it is going to do anything for us.

I think the planetary race that we should run is one under our vest, one inside our own hearts and minds. And all this scientific competition, what does it amount to anyhow? Why such an excitement over it?



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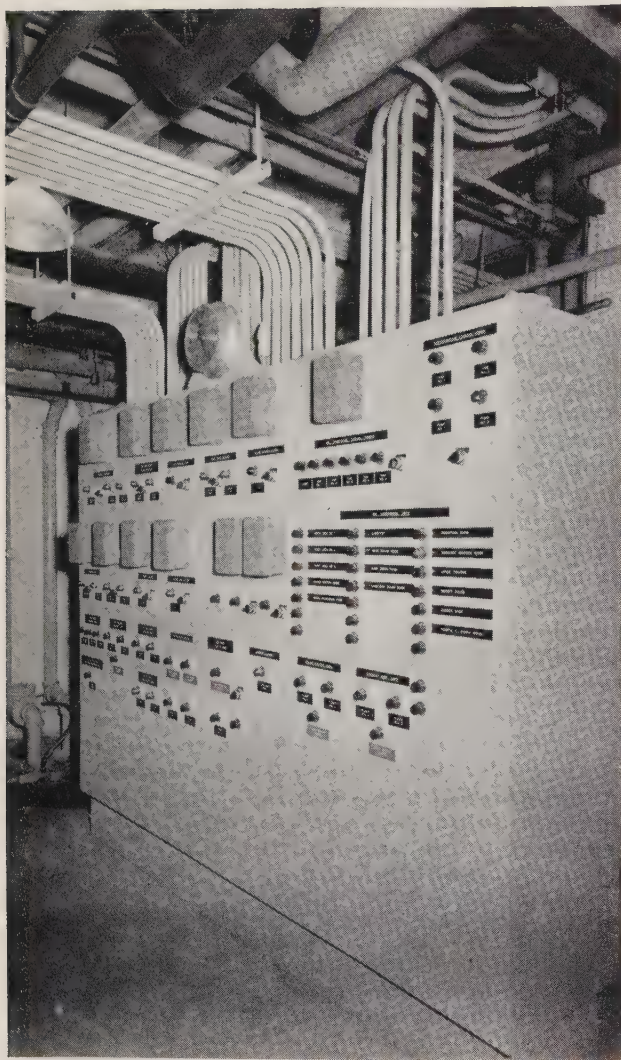
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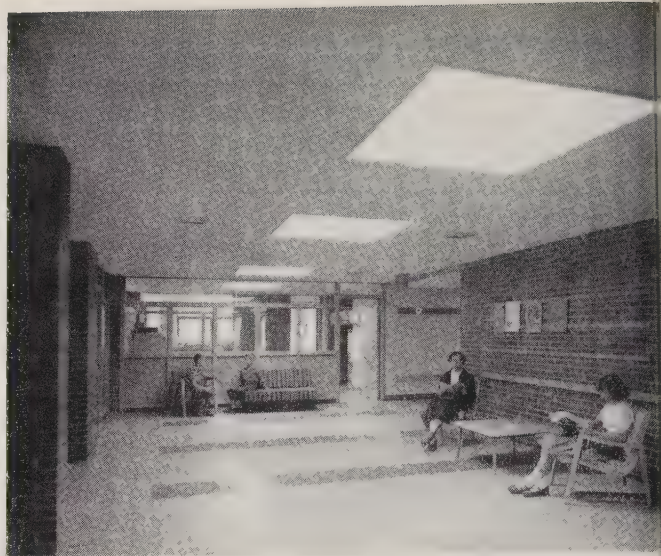


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Suppose we get to the moon? What is the moon but a carcass, and what is all this thing to do for us in the end except to maybe make it foolish to go to war again, in which case it is very well done. But I doubt if it will accomplish that.

We are not in need of more science.

We are not in need of more demonstrations of the ability of science.

What we want now is some expression of the human heart, of human sympathies, of the human mind, of the poetic principles.

The poetic principle is dying among us. If we let that die, we don't live, and that is true.

QUESTION: Who is more guilty, the people who buy these cars or the people who make them?

MR. WRIGHT: That is a pertinent question. And the same with the houses. If the people aren't there, if they don't demand; if there isn't something in their own souls and hearts that says: we want something better and something right, you won't get it. And I don't think you can blame the big boys for putting it over on you. They will put it over on anybody.

What are they interested in, these big fellows? Promoting anything spiritual? Promoting anything that comes from the interior of the human soul?

No. They want the biggest and if it takes the best to get it, they will give you the best. If they can get it cheap, they will get it cheap. They are not great crusaders for the soul of humanity, believe me.

They may say they are. They may think they are. They will have to guess again one of these days, and it is up to you to say what you will have and what you won't have.

The other day I was talking about a terrible housing project in the region of Madison. It was a disgrace. I said so. And a woman got up and said, "But Mr. Wright, that's all we can buy."

And I said, "Madam, but you bought it, didn't you? You are living in it, aren't you?"

"Yes."

Well, is that excuse enough? She could have bought a tent. She could have gone out with her babies and lived in a tent and said, "I will not buy one of those stinking things!"

That is the kind of spirit we need in America and that is the Declaration of Independence. That is the sovereignty of the individual. It isn't being herded. It isn't trembling in masses in universities and getting a lick and a promise of something in future, being conditioned and sent home fooled, cheated, even worse than before.

QUESTION: Will you speak about your Baghdad project?

MR. WRIGHT: Ladies and gentlemen, I don't suppose I should talk about my clients much, but the Middle East, Baghdad, has always been a romance to me, THE THOUSAND AND ONE NIGHTS, you know and Haroun el Rashid and all that.

So when it came to me to build the opera house for Baghdad, I was delighted, and I went over there enthusiastically, and I have done an opera house which some day you will see. It is the Arabian Nights and it is Aladdin with his wonderful lamp, and it is all that for Baghdad.

But in general, I saw the little King when we were coming down an island in the Tiber. It was about a mile and a half long and about three-quarters of a mile wide, and there was not a thing on it, and it was in the middle of the river. So I wondered. So I asked the Development Board what about it, and they said, "Well, we can't do anything about that, Mr. Wright, nothing at all. It belongs to the Royal Household."

Next day I was to meet the King, so I took with me a little sketch that I made showing what I wanted to do for Baghdad if I could have that little island to work on, and I told the little King about it. I say little. He is 22 years old now and he is going to be married next year.

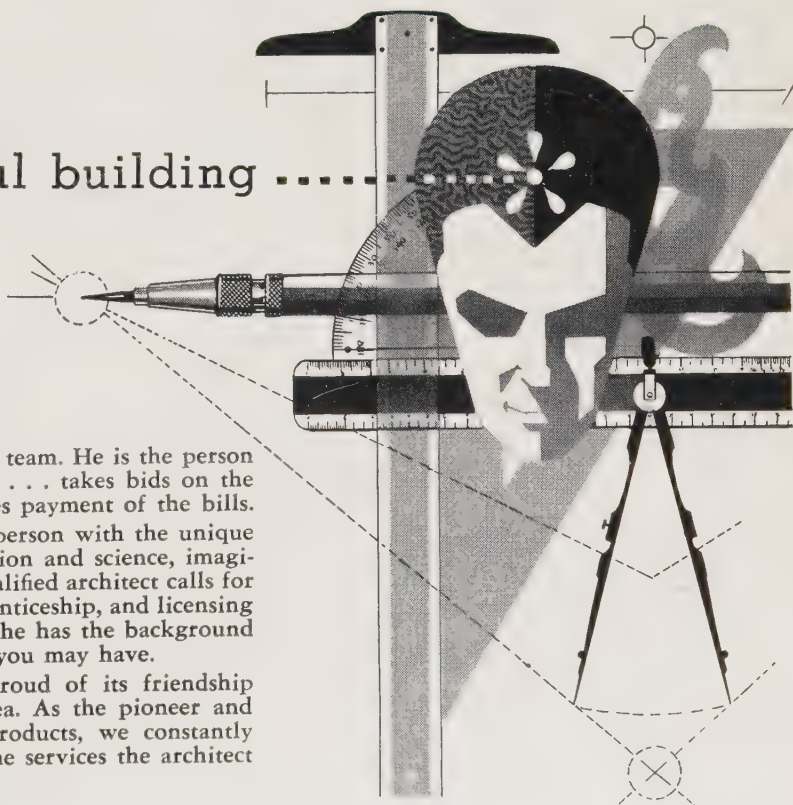
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So he listened intelligently and appreciatively, and he knew what I was talking about. And when I finished, he stood up, pleasantly looked me in the face, put his hand on where I had been talking about and he said, "Mr. Wright, the island is yours."

Well, I was converted to monarchy right there. You know in a democracy what it would have taken to get that island. It would have taken fifteen years or more and "mine and yours" and "where do you come in" and "what do I get?" and everything else. So we have that island now and we are working out on it a project, a nine-year project.

And the Minister of the Development Board just left me. He was delighted

with what I have done. I am reporting on the job. And you will see probably before very long what can be done with an ancient civilization that was the basis of all future civilization. You know, civilization was invented in Iraq. The Samaritan civilization was the first, and the idea of a civilization occurred there.

The Garden of Eden is only 60 miles away, and the Tower of Babylon is only about 40 miles away. So there is Mesopotamia, the very center of all that has happened since.

It is interesting to go back to a civilization and to the source of civilization with something as beautiful and strong in spirit as anything they ever had. That is what I am trying to do.

So good bye.

Letters

BULLETIN:

Your kind note and splendid Centennial Medal has just come to me today at my Arizona residence. It seems to me that one so large and so extravagantly turned out might well be a medalion. The artist who developed it is indeed to be commended. It shall be with me always, useful and commemorative of your thoughtfulness.

I trust Gus Langius has advised you that the City Council in October adopted the Zoning & Building Control Ordinances we desired. And also, that the City gave the State Park an option to buy the Clerks Quarters for \$1.00 provided the Legislature appropriates the \$65,000 this coming session that will be required to restore or rebuild the structure. I am sure that has brought great encouragement to the Michigan Architects in their drive to restore the Biddle House.

All good things to you.—W. STEWART WOODFILL

Telegram

Oct. 9, 1957

MANY THANKS FOR YOUR MOST CORDIAL INVITATION TO BE WITH YOU THIS EVENING. WE SINCERELY REGRET THAT WE ARE UNABLE TO BE WITH YOU FOR THIS FINE EVENT. PLEASE EXTEND OUR PERSONAL BEST WISHES TO EVERYONE FOR A MOST SUCCESSFUL PROGRAM.—GOVERNOR AND MRS. G. MENNEN WILLIAMS

BULLETIN:

We were delighted to receive a copy of your monthly bulletin illustrating "One Hundred Years of Michigan Architecture". Thank you very much.—JAMES C. PALMS, Librarian, RIBA, London.

BULLETIN:

It has come to our attention that some of our supplier companies have been solicited to place advertising in a publication called "The Supervisor."

This is to advise you that The Detroit Edison Company does not sponsor or endorse this publication in any way.

There is a question whether some of the Detroit Edison supervisors authorized the use of their names.—M. PEASE, The Detroit Edison Co.

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New Addition, Mercy Hospital, Toledo, Ohio
Architect: Robert J. Reiley

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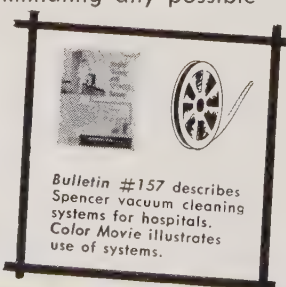
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All Photos By William E. Bradley

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 D E T R O I T , M I C H I G A N



CHAPEL EXTERIOR

All Photos By William E. Bradley

CARMEL HALL IS AN ULTIMATE ANSWER TO THE GREAT NEED FOR HOMES FOR THE AGING

BY LEO M. BAUER, A.I.A.

Carmel Hall is a notable and outstanding achievement. It had its inception due to the keen foresight of His Eminence, Edward Cardinal Mooney, Archbishop of Detroit, who for many years has envisioned a City Home for the Aging of the Detroit Metropolitan Area. It was recognized by Cardinal Mooney that one-twelfth of our population is now 65 years or older, and in less than ten years one of every ten Americans will be in that age group. Hence the great necessity for homes of this type. Cardinal Mooney represents a dynamic example of religious leadership, responding not merely to duty towards its own communicants but, in a broader mission to the whole community, by providing a home for the benefit of all who need it, regardless of religious affiliation. The field of gerontology is comparatively new to Americans, and not until the advent of social security and old age benefits to those individuals qualifying, did

the public place any real value on homes for the care of the aging.

The project began with the purchase of the downtown twelve story Hotel Detroit in April of 1955. It was believed then that the conversion of a large hotel to a Home for Aging would not present too many great and varied difficulties, though at the onset the various problems for solution could not be accurately evaluated. Carmel Hall came into being primarily because of a gift from the Detroit Archdiocesan Development Fund to the Owners and Operators of the project. Once the project was begun final costs exceeded preliminary estimates.

Though a charitable institution, Carmel Hall is, and must be self-supporting. The project was of such moment that the Federal Housing Administration interested itself in the project with the result that Carmel Hall is a first, a most important first, under the new Federal

Housing Administration's program. It is the **first** undertaking in the nation under the Federal Housing Administration's special authority in helping to finance a home for the elderly to provide such housing through rehabilitation and redesign of an older structure. As a consequence the Federal Housing Administration has insured a mortgage on this project in the amount of Four Million Dollars (\$4,000,000.00).

Carmel Hall is believed to be the largest Home for Aging in the World. It is a pilot project of national importance, and numerous cities throughout the United States are interesting themselves in like projects. Assuredly the need for gerontological projects is as urgent as that of hospitals and schools.

In fact, at the time of the commitment of the Federal Housing Administration on August 13th, 1957, the Honorable Albert Cole, Administrator of the National Housing and Home Finance Agency,



GARDEN — NOTE SERPENTINE BRICK WALL AT RIGHT



CHAPEL UNDER CONSTRUCTION



GARDEN SITE UNDER CONSTRUCTION

publicly declared that "Carmel Hall is the goal rather than the desire in homes for aging."

Carmel Hall is owned and operated by The Carmelite Sisters for the Aged and Infirm. It is one of the youngest Roman Catholic Orders in existence, having been founded at Saint Patrick's Home, The Bronx, New York, on September 3rd, 1929, by Very Reverend Mother

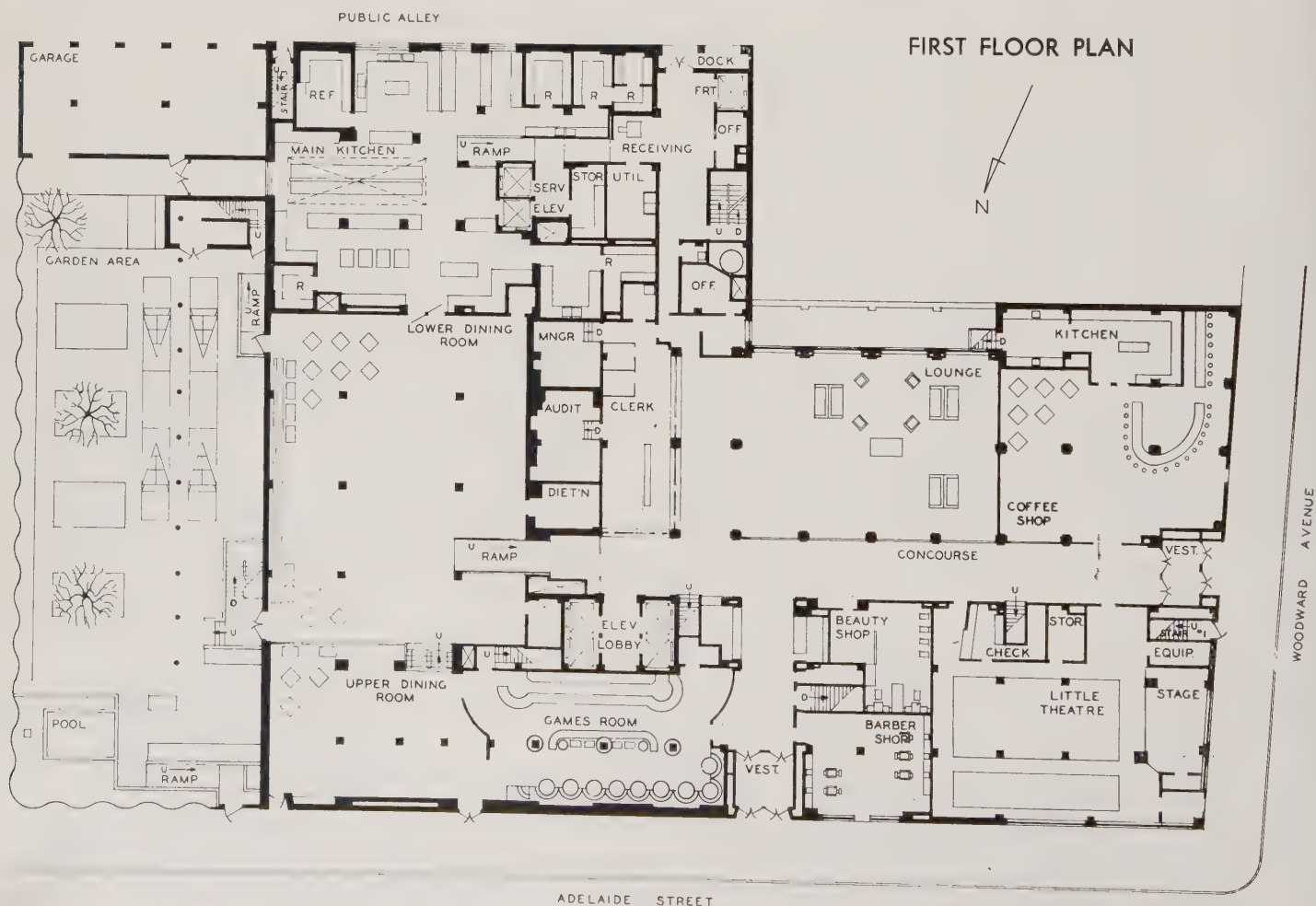
General Angeline Teresa, who is still living. The Mother House and Novitiate are at Avila on the Hudson, Germantown, New York. Though in existence only twenty-eight years, the Order has twenty-nine foundations throughout the United States, with the Order numbering approximately four hundred Sisters. It is significant that the Carmelite Sisters for the Aged and Infirm is the only

Catholic Order which has from its very inception devoted its endeavors exclusively to the field of geriatrics. Mother Regina Carmel, O. Carm., is the Superior of Carmel Hall, and the five hundred and fifty residents are in her direct charge.

The work of alteration and reconstruction was a most difficult undertaking and has required two and one-half years.



LITTLE THEATRE





MAIN DINING ROOM

in its execution. A three story residence on the property was razed to accommodate additions to the building, and to provide for an outdoor garden area. The entire building has been altered to better accommodate all existing and the addition of new facilities within; every room has been refurbished, and all provision has been made to provide pleasant surroundings and comfort for the residents.

The plumbing, heating and ventilating systems were completely rebuilt and corrected to remove all violations. Of great concern was the matter of the electrical system. Violations were so numerous that, after much deliberation, it was determined that the entire wiring system should be replaced, and that the power supply be changed from direct to alternating current. This entailed the installation of primary switchgear, two (2) sub-stations, and secondary switchboards in the basement of the building. The cost for replacement of mechanical and electrical systems was one of the major items of the total cost.

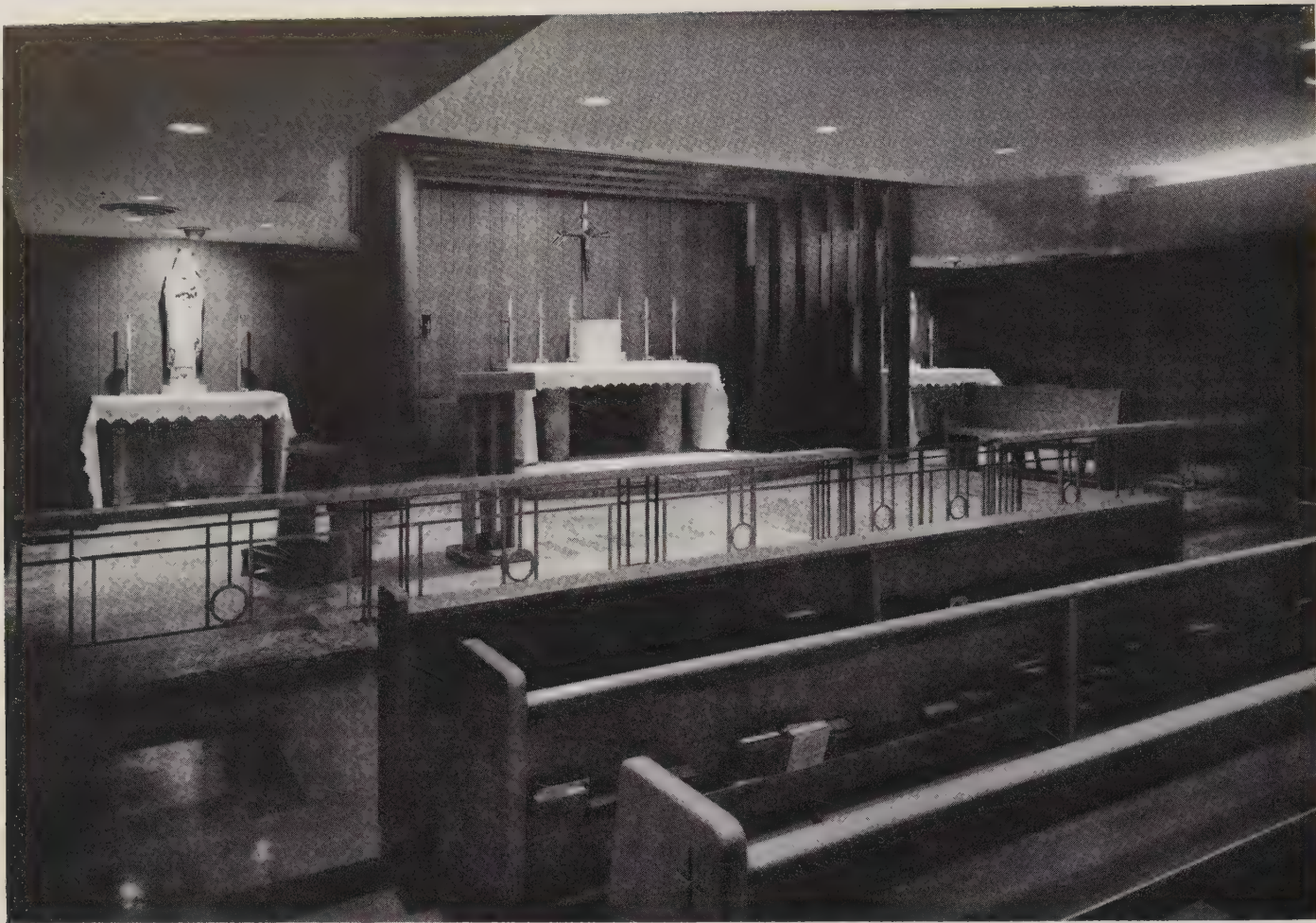
Two requirements are mandatory for admission to Carmel Hall. Firstly each applicant must be 65 years of age, and secondly, he must pass a satisfactory medical examination.

Carmel Hall has a waiting list of more than three thousand, and applicants are carefully screened. The building houses 431 residents in single rooms

and/or suites, with an additional 100 residents in the Infirmary Section, these latter assigned to the third and fourth floors of the building. When required,

BEAUTY SHOPPE





CHAPEL SANCTUARY

100 additional residents may be accommodated in the same Infirmary Section.

The Convent is housed on the 11th floor and has accommodations for fifty-five Religious. Suites are provided on the 12th floor for the Chaplain and visiting Priests, for a total of ten, while separate accommodations are provided for retired Priests on the 5th floor of the building. Employees including nurses, nurses' aids, volunteers, orderlies, maids, kitchen help, engineers and maintenance crews, number approximately 175. All are non-resident.

One of the most difficult problems for solution was the matter of food service. In addition to the Main Kitchen the building contains a total of twelve (12) Kitchens, allocated as four major and two minor Sub-Kitchens, separate Diet Kitchens, one or more of the latter being located on each floor of the building. The fact that 1,000 meals must be prepared three times daily, allocating twenty-four minutes for serving each meal, complicated the problem. It is believed that the food service problem at Carmel Hall is unlike any other in the nation, not being matched by even the largest hotels. The Main Kitchen contains nineteen separate walk-in refrigerators. One freight elevator was converted for exclusive kitchen use.

Food stuffs are prepared at least two

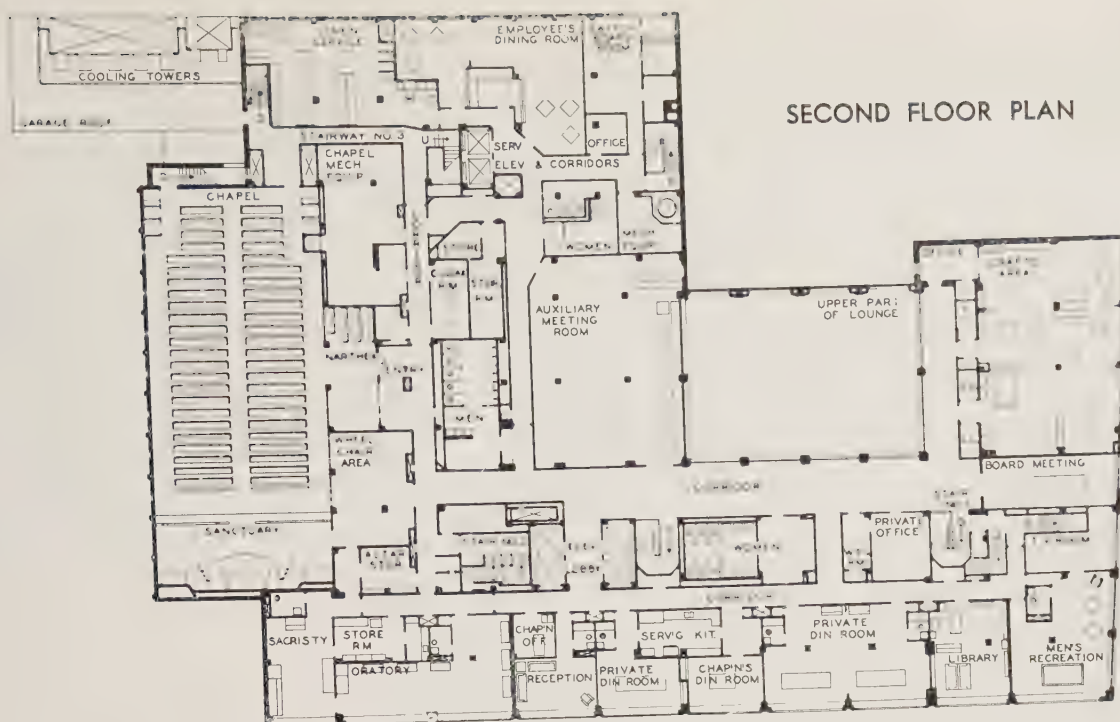
hours in advance of actual service to the residents. Completely prepared meals are placed in specially designed hot food cabinets in the main kitchen; the cabinets are maintained at the required temperature and humidity, and

are wheeled into position in the Main Dining Room, there powered again until ready for service to the residents at the appointed time.

Bulk food is placed in a similar type of cabinet and transported to the Infirmary

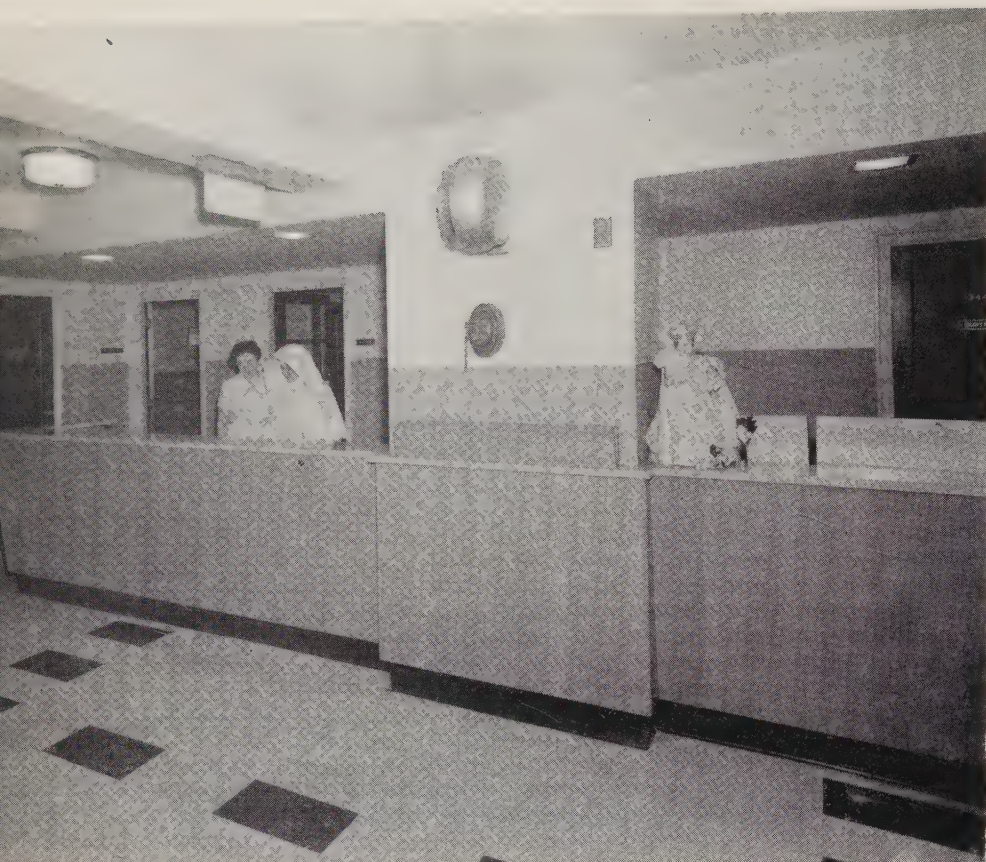
CHAPEL AREA BEFORE RECONSTRUCTION





CHAPEL





NURSES' STATION
THIRD FLOOR INFIRMARY



SOLARIUM
THIRD FLOOR INFIRMARY

ary Sub-Kitchens, and to the Sub-Kitchens on the 2nd, 11th and 12th floors. Diet Kitchens on each floor are for use by the residents who may prepare for themselves, between meals or midnight snacks.

INFIRMARY SECTION

The Infirmary or Medical Area is divided into two sections, one on the 4th floor and a second on the third floor. The fourth floor is devoted exclusively to residents requiring custodial care, while the third floor is allocated only to bed patients.

The fourth floor has a total of 56 resident rooms. Provision is made for clean and soiled utility areas, linen rooms and oxygen supply. Two large Sitting Rooms have been created at the northwesterly and northeasterly corners of the building.

One of the two major Sub-Kitchens is located on this floor, complete with dishwashing facilities. Being that the individuals on this floor are ambulatory, meals are served to these residents in their own Dining Room, separate and apart from all other residents. This entire floor is completely equipped with a time saver electronic Nurses' Call System with a microphone mounted in the ceiling of each room.

The third floor is one of the most interesting of the building, and such contains 43 rooms for bed patients. A large Sub-Kitchen with separate dishwashing area is located on this floor, but, unlike the fourth floor, food service is provided by means of a combination hot-cold food cabinet of a sufficient capacity to provide meals for all residents on the floor.

This floor likewise has a time saver Nurses' Call System, and is the central control point thereof.

The floor contains Examination Rooms, a Consultation Room and Medical Director's Office, in addition to Offices for Supervising Personnel.

The Carmelite Sisters for the Aged and Infirm are advanced in the field of rehabilitation for the Aging. This facility is divided into two different departments consisting of therapy, and rehabilitation proper. In the Therapy Department is provided specially designed bath areas, including special treatment and hydrotherapy. This Department contains special treatment rooms employing the use of heat lamps, diathermy, ultra sound, and other restorative electrical units.

The rehabilitation or Activities for Daily Living Area is primarily for use in treatment of cardiac and coronary patients. In this area are walkers, parallel bars, weight lifting machines, shoulder wheels, exercisers simulating bicycling or rowing, and stiles simulating ordinary stairs, as well as simulating steps on transportation vehicles such as buses. In this same department those afflicted with coronary ailments are taught the procedure of getting in and out of bed, and the simple faculty of again, combing one's hair.



REHABILITATION DEPARTMENT
THIRD FLOOR INFIRMARY

BELOW:
REHABILITATION AREA
BEFORE RECONSTRUCTION



SOLARIUM
THIRD FLOOR INFIRMARY

BELOW:
SOLARIUM
BEFORE RECONSTRUCTION





**TYPICAL SOILED UTILITY ROOM
INFIRMARY FLOORS**

This floor contains a completely equipped Clinical Laboratory, with complete facilities for blood and biological chemistry, urinalysis, etc. The X-Ray Department is completely equipped. Such is used for radiography, light therapy and fluoroscopy. Completely equipped dental and chiropody offices occupy an important part in the medical program.

Inasmuch as the patients when not confined to bed may be in wheel chairs, an outside terrace has been created on the roof over the second floor, where these patients may be taken to the outside sun and air. This terrace has its perimeter as a planting area, and represents for these patients an outdoor garden.

Both floors of the Infirmiry Section are completely serviced by the best equipment and furniture available.

SECOND FLOOR

The second floor may be termed as the heart of Carmel Hall. On this floor is located the Chapel with its accessory areas, Auxiliary Meeting and Recreation Rooms, together with Craft Areas for Occupational Therapy. Of these the Chapel is the most important. Half the Chapel is located on a former roof be-

tween two short projecting wings of the building, and the other half of the Chapel Area is new construction, forming an outdoor canopy over the Garden Area below. Necessarily the ceiling of the Chapel is somewhat low, occasioned by the fact that it was necessary to meet code requirements for existing window openings on the third floor immediately above. The Chapel is of contemporary design with panel walls of pink oak. Its stained glass windows are soft in color and symbolic in design. The Sanctuary obtains natural diffused daylighting from top light panels. The Baldachin of horizontal and vertical slatted construction accentuates the Main Altar. One-half the seating in the Chapel Area, as well as the Confessionals therein, is equipped for hearing aid devices. A separate Wheel Chair Area for residents of the infirmiry floors is provided.

The Chaplain's and Priests' Dining Room and additional Private Dining Rooms are located on this floor, with a fully equipped kitchen for providing service thereto. These Private Dining Rooms are for use by the residents who may entertain as their guests, members of their own families and friends, thus affording them dining facilities separate and apart from the Main Dining Room as the occasion demands.

One of the greatest factors in the well being of the aging is the occupation of the hours which are spent in a home of this type. The Carmelite Sisters have wisely provided for occupational therapy, consisting of ceramics, leather goods and textile work divisions. This department is so arranged that the space may be divided into a single, two or three separate areas. In the ceramics division residents may model clay into

SOILED UTILITY ROOM BEFORE RECONSTRUCTION





TYPICAL SUB-KITCHENS ON INFIRMARY FLOORS

figurines, dishware, or similar items, thereafter glazing and firing these articles in electric kilns.

The leather working division is devoted to handicraft in the making of leather goods such as purses, wallets, belts, card cases, and similar items.

In the textile division there will be large and small looms for weaving various types of yarns into fabrics. In this area the residents may design and fabricate ready-to-wear items from materials of their own selection.

The Auxiliary Meeting Room, known as "The Casino," is an area in which the residents find great delight. Various types of games, dancing parties and music workshops are held in this room.

The entire second floor is completely furnished in excellent taste, employing harmonious color schemes. This floor is air conditioned through a central system and supplemented by individual units.

FIRST FLOOR

The first floor in reality is the "Public" area of the building, and its functions are

SUB-KITCHEN AREA BEFORE RECONSTRUCTION





MAIN KITCHEN, FIRST FLOOR, BEFORE RECONSTRUCTION

primarily in that category. Residents and their guests may while away the hours in the lounge and on the mezzanine above. Off the lounge is located a major portion of the Administrative Offices. The cooking section of the Main Kitchen is

located on this floor.

The Main Dining Room occupies two levels and has a total capacity of 428 at one seating. Those requiring special diets are seated at the upper level. All dining room furniture is of special de-

sign. The entire dining area and its furniture have been executed in bright and exciting colors.

Visitors to the residents are numerous and frequent. These may not dine with the residents excepting by prearrangement for use of the Private Dining Room on the second floor. A Coffee Shop with a complete kitchen is maintained, where visitors may obtain snacks and light lunches at nominal cost.

The "Little Theatre" is one of the most interesting and exciting areas of the project. In this area residents stage their own theatrical productions, musicals, and other forms of entertainment. In that the residents come from all walks of life, the talents they possess are of surprisingly high order. Visiting orchestras, choral groups, and ensembles present many concerts here, and cinema productions are staged several times weekly. Admittedly the Little Theatre is somewhat inadequate in size, yet supplies almost nightly entertainment. It has a seating capacity of 240. It has a miniature stage completely equipped with lighting and sound effects.

The entire floor is air conditioned.

The new construction of the building is confined to the parcel of land easterly of the building, from which a former

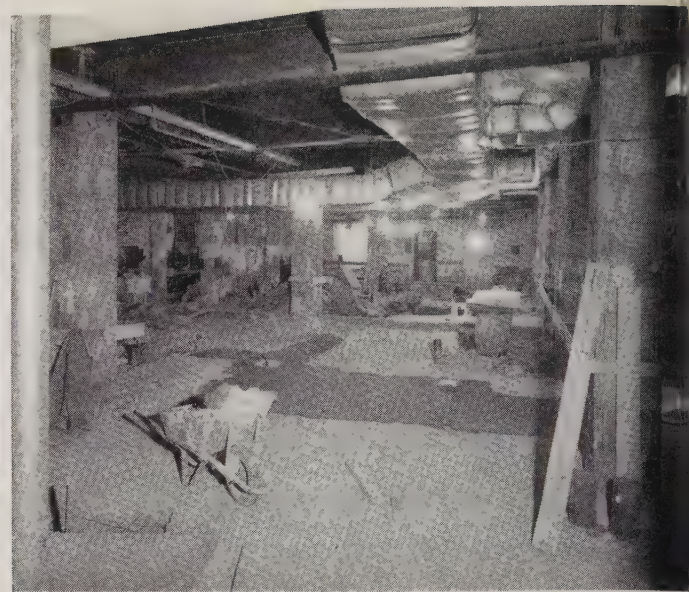
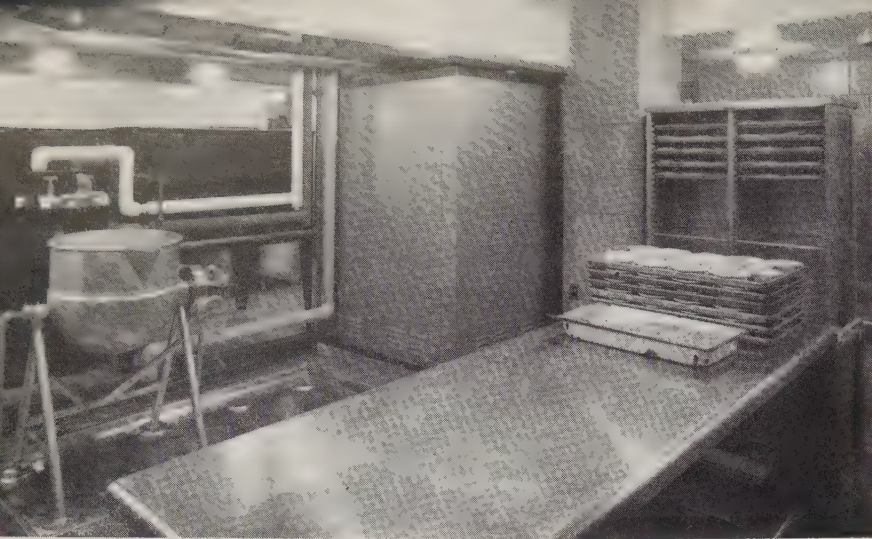
MAIN KITCHEN, FIRST FLOOR





BELOW: MAIN KITCHEN, FIRST FLOOR





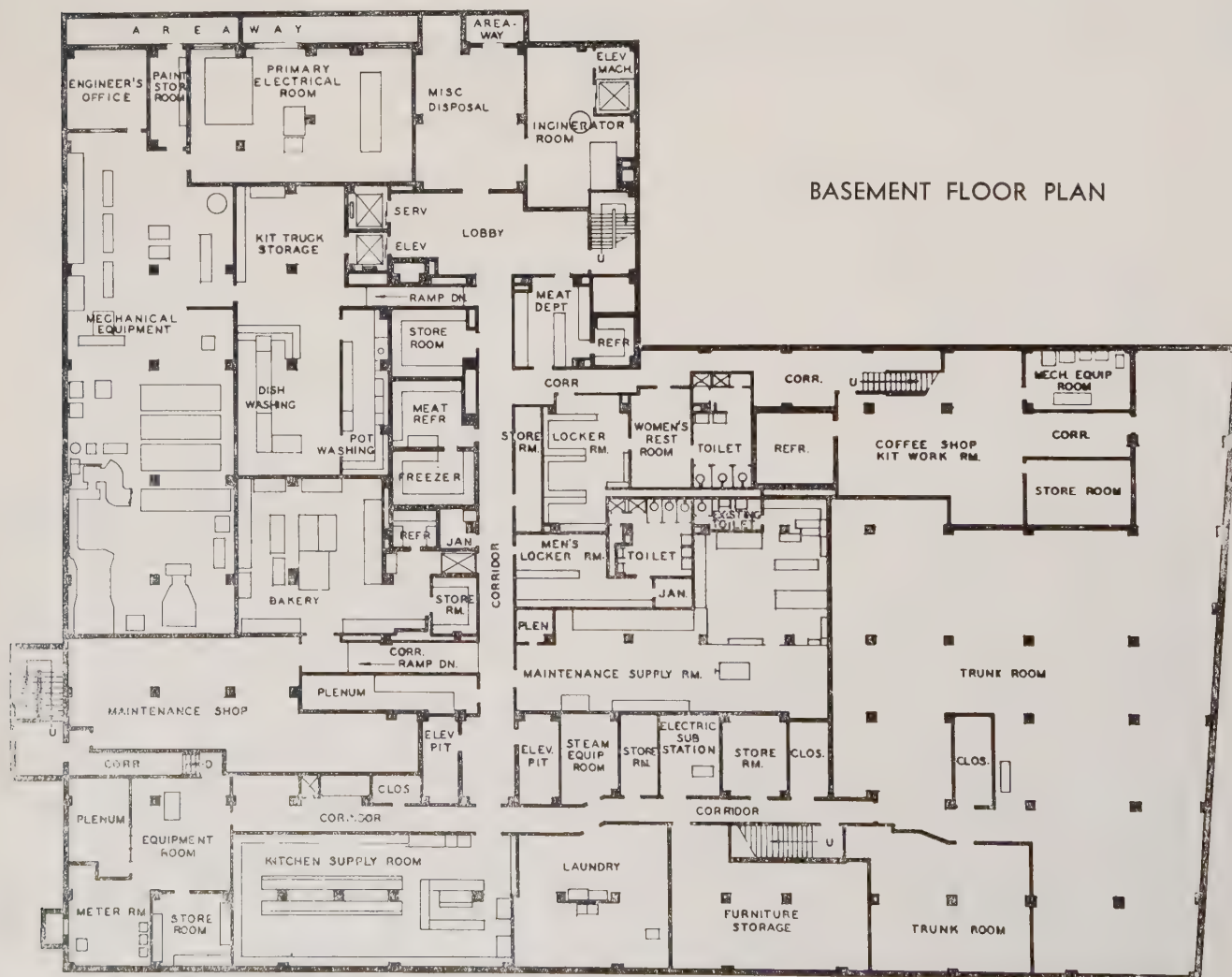
BAKERY, BASEMENT

RIGHT: BAKERY AREA BEFORE RECONSTRUCTION

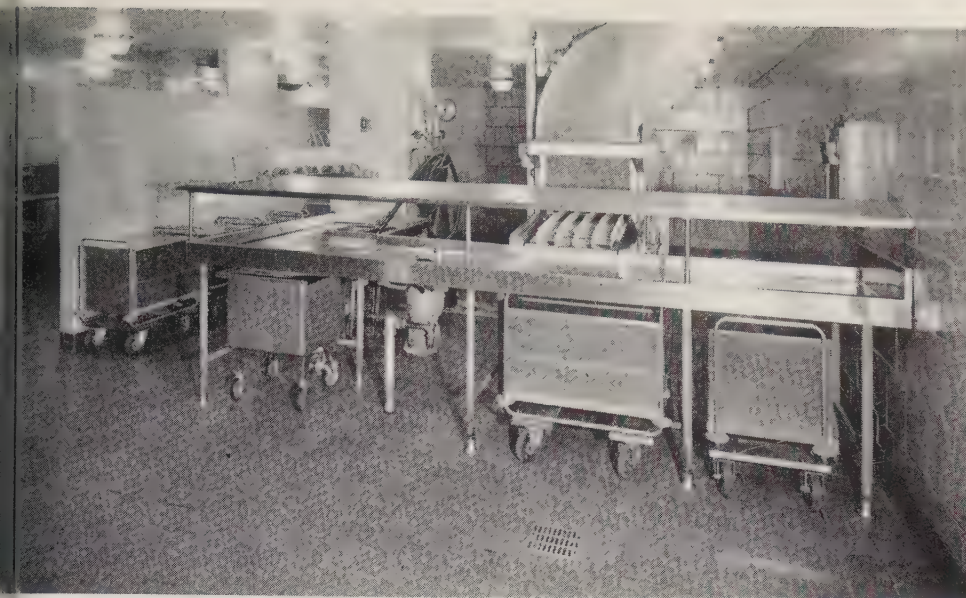
residence was removed. Such construction consists of the new Chapel, a five car garage, and an Outdoor Garden. The roof of the garage supports cooling towers necessary to the operation of the air conditioning and refrigeration systems. The Garden is the delight of the

residents. The area is completely landscaped, and in this area along the serpentine walls individual residents may tend and nurture his or her own tiny flower garden. Planting is arranged so that the Garden is a riot of natural color throughout most of the seasons. During

the summer season residents constantly enjoy the outdoors, and they do so even during inclement weather by reason of the Chapel construction affording a canopy over a large portion of the Garden Area. The Garden can accommodate 240 residents for outdoor dining or



BASEMENT FLOOR PLAN



for garden parties. Two shuffle board courts are provided.

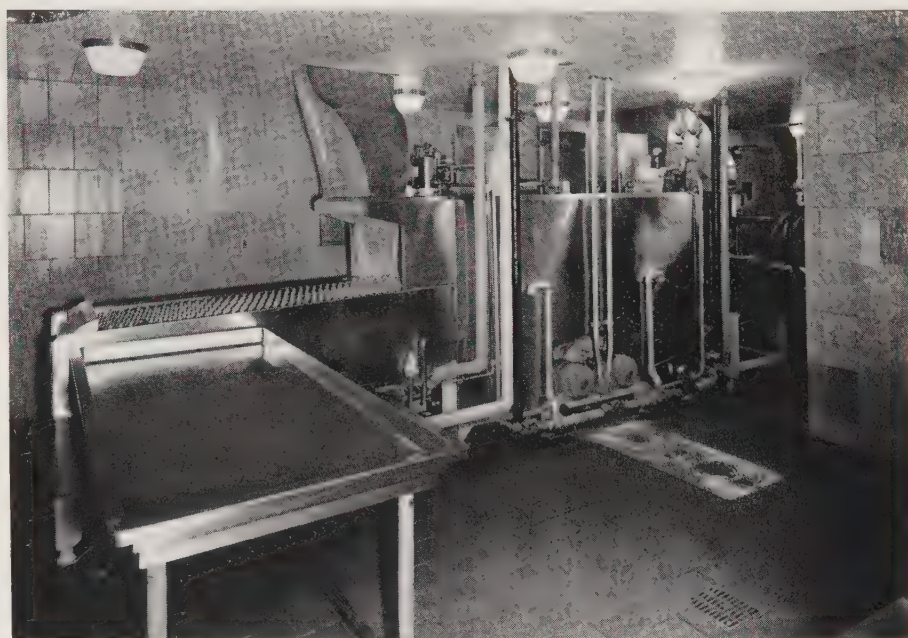
The reflecting pool is placed at one end, mirroring a statuette of Our Lady of Mount Carmel. A water fountain enhances the composition. The colored lighting effects of the pool and the garden area are striking.

BASEMENT

The Basement has been entirely re-constructed and re-arranged. In addition to heavy equipment, the Mechanical Equipment Room contains compressors and temperature control centers. All items of major mechanical equipment are electronically controlled from a specially built control panel.

* * *

One of the most desirable and advantageous features of the project (inherited from former hotel use), is that each resident room is equipped with its own private bath. An endeavor has been made to provide pleasant surroundings, and color schemes are many and varied throughout all rooms and areas,



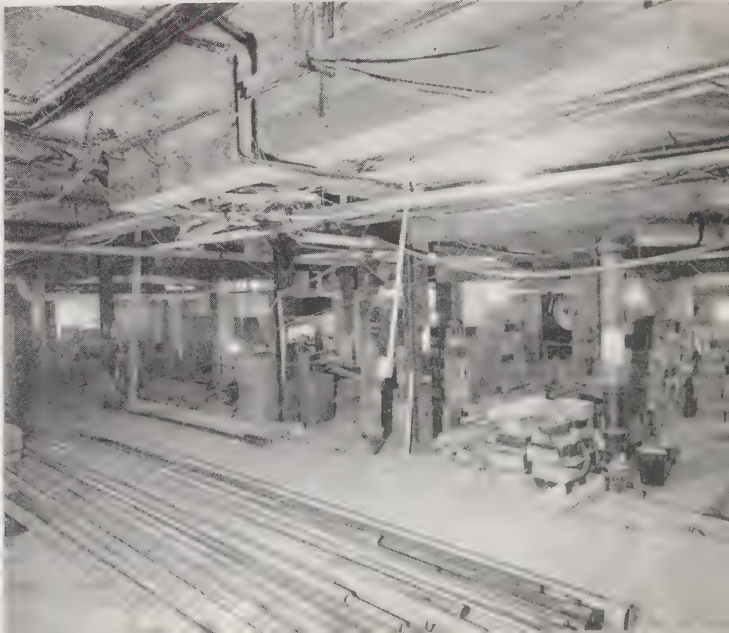
ABOVE: DISHWASHING DEPARTMENT IN BASEMENT
(BEFORE AND AFTER VIEWS)

BELOW: MEAT DEPARTMENT IN BASEMENT

AFTER

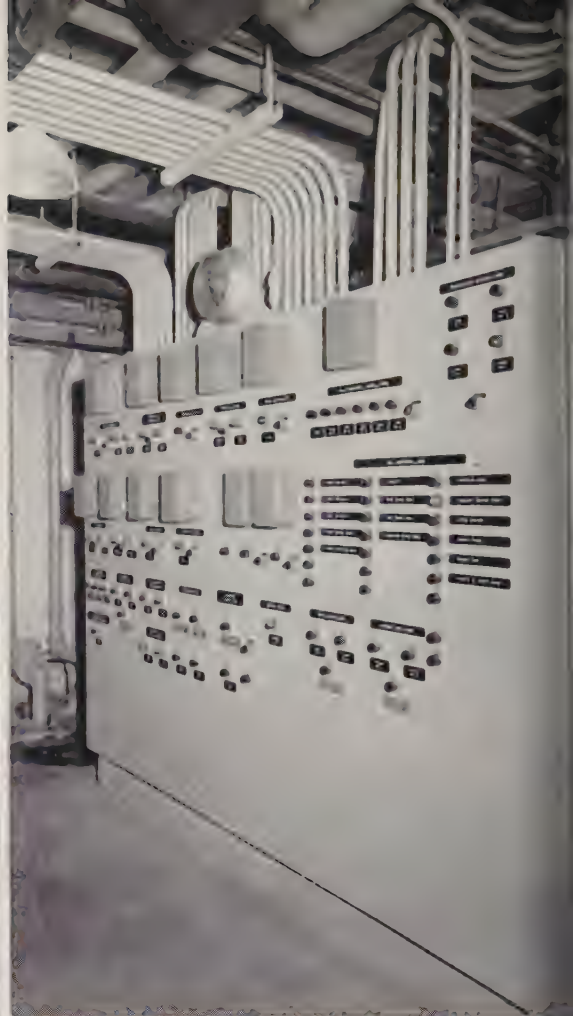


BEFORE



thereby almost eliminating the "sameness" which might be expected. A sound system serves the entire building, carrying programs from F.M. Radio Stations, which programs may be interrupted at any time for paging. Programs from the Little Theatre, the Garden Area, Chapel and Recreation Areas may be transmitted to any other part of the building including even passenger elevators. The project is powered by central heat supplied by the Detroit Edison Company.

Richard Klees, Jr. and Associates were the Electrical Engineers; and F. O. Jordan, Inc., the Mechanical Engineers.



ABOVE:
MAIN CONTROL PANEL



LEFT:
MECHANICAL EQUIPMENT
ROOM IN BASEMENT

BELOW:
BEFORE RECONSTRUCTION

George W. Auch Company were the General Contractors; L. L. McConachie Company were the Contractors for Plumbing, Heating, Ventilating and Air Conditioning; the French Electric Company were the Contractors for the Electrical Work.

Ruslander and Sons, Inc., of Buffalo, New York, installed the Kitchen Equipment; General Electric Company provided the installation of switchgear and substations; Daprato Statuary Company of Chicago made the installation of Chapel windows and furnishings. Many subcontractors and approximately two hundred vendors were engaged in the work.

To all, the Archdiocese of Detroit and The Carmelite Sisters for the Aged and Infirm extend their gratitude and congratulations for their assistance in bringing the project to a fruition.

Carmel Hall is a great credit to the City of Detroit and to the Nation.



Outlook

A survey of architects' offices throughout Michigan just made by the Monthly Bulletin of the Michigan Society of Architects indicates that they had had their best year in 1957.

Reactions as to the outlook for the future are somewhat mixed, but there is a preponderance of evidence on the good side.

Perhaps a good barometer is the draftsmen situation. A year ago the shortage was acute, but today the supply and demand are more nearly in balance.

An interesting feature is the number of new offices reporting, and all of them doing quite well, with work running into millions of dollars.

Berj Tashjian, A.I.A., a comparative newcomer, reports his Redford Church of Christ, just dedicated, and Grace Baptist Church in Detroit, now nearing completion, indicate a reduction in costs over previous structures of a similar nature.

Tashjian also reported the completion of a restaurant building in Detroit and an addition to a labor union headquarters in Mount Clemens, for which he was the original architect.

The new office of Pirscher & Havis in Ferndale reported work amounting to \$2,135,000, consisting of motels, institutional, office and professional buildings.

Carl W. Pirscher, A.I.A. states:

"The outlook for the future is excellent, and we expect to be increasing the volume of our work during the coming year."

Jack W. Yops, A.I.A., who established his office in Wyandotte two years ago, has work of more than \$1,000,000. This consists of Nativity Lutheran School in Detroit, just completed; Redford Lutheran Gymnasium, and alterations to the National Bank of Wyandotte, now under construction. His St. Thomas and St. Peter Lutheran School and Parish Hall, and Huron Township Elementary School are in the sketch stage. He also has a Christian Science Reading Room in Wyandotte and a clinic in the same City ready to start construction.

Of the older and larger offices in the Detroit area, Giffels & Rossetti have work totaling \$210 million.

Edward X. Tuttle, A.I.A. member of the firm and Director of Development, states that 69% of the work in industrial and public-use buildings; 3% commercial, 9% educational, 6% hospitals, 3% transportation facilities, and 10% for the Federal Government. Approximately 50% is in the Detroit area.

Victor Gruen Associates, Inc. have five regional and four intermediate shopping centers in various U. S. cities and in Honolulu, Hawaii. They also have

department stores, office buildings, a country club, motor hotels, public and institutional buildings over a widely extended area.

Ralph T. Stephenson, Gruen V. P., says:

"We feel very optimistic about the future and believe that our diversification will enable us to sustain a good total volume of work."

Eero Saarinen and Associates, of Bloomfield Hills, report \$89,500,000 as their total volume of work, consisting mostly of college and university buildings, a war memorial in Milwaukee, Wis., embassies in London, England and Oslo, Norway, and an air terminal for New York City, laboratories and industrial buildings in New York and Illinois.

Joseph N. Lacy, of the Saarinen office, states:

"We have several smaller projects to be started soon. Our present commissions will occupy our full capacity for about twelve months."

Earl L. Confer, A.I.A., who specializes in church buildings, has work amounting to \$5,070,000, mostly in or near Detroit.

Ralph R. Calder, A.I.A. reports work in all stages amounting to \$36,000,000, much of which is institutional.

C. William Palmer Reports work recently completed, in progress or on the drafting boards of \$3,500,000.

Merritt & Cole: \$2,592,000, consisting of churches and related structures.

Diehl & Diehl, Architects, V. H. Sidnam & E. N. Hewitt Associate Architects: \$9,800,000. Most of their work consists of churches, seminars and other institutional types.

Volume of work in the eleven Detroit area offices reporting in the spot check ranges from \$250,000 to \$210,000,000, with a total of half a billion dollars.

Twelve Michigan offices, outside the Detroit area, reported total work amounting to some \$44,000,000, ranging from \$300,000 to \$10,000,000.

They are (with round figures) Haughey & Black, Battle Creek, \$4,000,000; Paul A. Hazelton, Traverse City, \$1,000,000; Forrest A. Gildersleeve, Jackson, \$4,700,000; Morris & Wesolek, Ann Arbor, \$4,000,000; Kamaraad & Stroop, Holland, \$1,578,000; Frederick E. Wigen, Saginaw, \$3,000,000; Colvin, Robinson & Associates, Ann Arbor, \$5,340,000; James H. Livingston, Ann Arbor, \$3,800,000; Stappert-Pratt-Bulthuis-Sprau & Crothers, Inc., Kalamazoo, \$10,088,000; Thomas S. Tanner, Ann Arbor, \$4,000,000; William A. Stone, Kalamazoo, \$2,189,000; St. Clair Pardee, St. Johns, \$5,000,000.

Projecting these figures to include the 181 architects' offices in the Detroit area, and a total of 262 throughout Michigan, it is easy to see how the building industry has become the largest employer of labor, as well as at the top in gross dollar volume.

Michigan has come to be recognized as the greatest center of such activity in the nation.

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Christmas Present

The Oath, Shown below, is 9 1/2" x 13 1/2", suitable for framing, contains copy by George Bain Cummings, F.A.I.A., design by Alexander Girard, A.I.A. Large field for text (reverse cut) is of raw umber, signature block is red, the seal is gold. Offered with subscription, or oath alone at same rate as tie shown above.

THE ARCHITECT'S OATH

Humbly and proudly I profess my competence under the discipline of architecture.

Upon my honor I promise unending devotion to the task of continually studying, learning, seeking, experimenting, that I may become ever better educated and trained for my work.

Upon my honor I promise to my community undeviating adherence to the ideal service to my fellow men as the goal of my effort, that I may honestly and fully earn my living—my right to live among them.

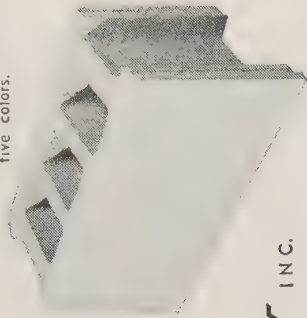
Upon my honor I promise to maintain that integrity in practice which will insure to each client the finest possible stewardship of his interest.

Upon my honor I promise in the execution of every commission to strive to create beauty as well as order, character as well as safety, spiritual value as well as convenience.

Upon my honor I promise to join with my fellow architects to make our profession of greatest possible usefulness and benefit to our society, to share and disseminate all valuable professional knowledge, and to pass on to the succeeding generation the full and fine discipline of our profession, enriched because of my dedication.



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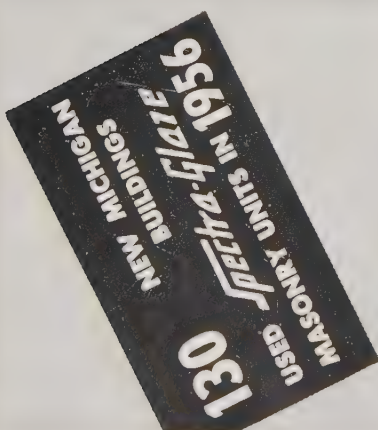
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Architecture Moves Forward

Remarks in part at a meeting of the Michigan Society of Architects:

By Edwin Bateman Morris, Sr., A.I.A.

To explain the term Tile which was used in introducing me, I will say it is a ceramic material made by high-fire treatment of scrapple—a material in turn made by pulverizing old Corinthian columns from which bird's nests have been removed by a secret process.

Your toastmaster has also announced a title for these remarks of mine, which, as he said, is one of fifty secretly stored in the vaults of the Chase Manhattan Bank. Selection was made at random five minutes ago, to insure that I knew nothing about the title previous to that time and little about the subject at any time. I like the title Architecture Moves Forward, and shall endeavor to refer to it from time to time. In order to explain things somewhat to myself, I tell the following clarifying story:

A certain musical comedy in New York, whose name escapes me at the moment, recently required a hundred chorus girls and the management decided to obtain the hundred best girls available. This was difficult, especially in the matter of face, which must be blank, bland and non-speculative, in order not to compete with the pleasing entasis of the rest of the lady. And to emphasize the pleasing entasis the girls wore little fabric, being adorned mostly with bracelets and necklaces. On the occasion of their first number they rushed gayly on the stage, gesturing and beckoning to the audience, and were a great success. For, while most of the audience came to hear the new ditties of the show, many came to see the nudities. And, because there were exactly one hundred of them and because they thus made a bare living, the number was called "A Nude Century Beck- ons"

That unworthy pun serves to bring to mind an inspired slogan devised by our beloved Henry Saylor which, more than any other words, acts and will act as Golden Text for our profession, with its ambitions to move forward to greater and more sacred heights. Perhaps, therefore, you will permit me to refer to the subject at hand, in order to measure possible movement forward in the century to come by evaluating it in relation to progress achieved in the century past.

It might well be said that in the year 1857 there was no architecture as a coherent and organized profession. America had been slow to have architects. Our beloved Independence Hall in Philadelphia was designed by a law-



EDWIN B. MORRIS, SR., A.I.A.

yer, Andrew Hamilton. The competition for the design for the Capital of the United States was won by a physician, William Thornton. There was really no architecture in the first half of the 1880's. Robert Mills, who essayed to make a living by architecture, was always flat, spraddled-out broke.

But when the A.I.A. insisted upon and set up a scale for adequate reward for architectural services, the profession grew. At the time of World War I it was a great profession. And when that war set up the United States as the most powerful nation, architects felt we should have a new and appropriate architecture fitted to our greatness. They felt that the traditional architecture was inadequate—it tasted wooden as architecture shouldn't. Thus, with greater courage, I believe, than ever exhibited by any other profession, they discarded all their forms, all their vocabulary, all their syntax; and started anew from scratch. There was this young farmer whose wife was so beautiful he couldn't keep his hands from touching her. So he fired his hands. And that was what architects did, they fired everything.

They set up a definite wall against the traditional and a wall against modern with a protective gap between. There was the minister who announced "The next number on our church entertainment program will be a solo by Miss Dimple who will sing Tuck Me in My Little Bed accompanied by the curate." There should have been a gap between those two ideas. The architects made a definite gap in their case. And that gap was a complete insulation between the old and the new—except in one instance.

That instance was puzzling and never was satisfactorily explained. Architects would come down to their offices in the mornings and find this form—this Greek fret—incorporated in their designs. They would eliminate it and it would come back. They pulled it lengthwise and pulled it vertically and still it remained—an unexplained, flying saucer sort of thing, which it took a decade to eliminate finally.

While some of the older architects, however, were unconvinced of the value of modern, modern obtained momentum and support. I was asked, at one of the

A.I.A. conventions to take the side of the traditional in a debate between it and modern. I was then concerned at the death of the old forms, perfected through centuries. I endeavored to make that point, without success. At the conclusion of my talk a young architect who had been an aviator rose to say with irony, "The most beautiful thing in the world is an airplane. And I suppose Mr. Morris would like to improve the airplane by covering it with egg-and-dart mouldings." From the prolonged applause that greeted this illogical remark, one saw that modern was wholly emotional and modernists were not to be reasoned out of their dedicated purpose. I never again spoke a word against the great modern crusade.

If anyone now doubts the phenomenal and rapid success of modern, let him view New York City. Last winter I entered a hotel room there at dusk when the custodial forces of all the buildings had taken over, and there was on view the completely illuminated picture of the great modern city, including the lighted slab of the UN building against its dark background. There could be no doubt that modern had arrived.

It had arrived, if not to the pinnacle, at least to a convincing plateau, perhaps two plateaus. One, the fragile type of design in which thin walls conceal construction; two, the sturdier functional type where construction is apparent and windows are placed one in the center of each structural bay. These two phases of design begin now to merge. Frank Lloyd Wright, in his Bartlesville building, has merged them. Frank Lloyd Wright, original, individual, has done much for showing the way in modern. Many persons do not like him, but he is a leader.

I do not like him. Once I was asked to introduce him. In trying to be restrained in that introduction, I somehow irritated him. He shook his finger at me and said, "It is possible to be an architect and a gentleman." I had always hoped to be one or the other, but that accusing finger seemed to inform me there wasn't much chance for me to be either.

Architecture has climbed to its high place by the excellence of its fine buildings. It has also, curiously enough, obtained great prestige by the failure of projects where no architects were employed. Prominent among these latter, certainly, are the great number of little Saharas which are sponsored by financial interests and which are called housing projects. The group-planning and the unit-planning in many, many of these projects consists in removing all trees and greenery and placing thereon in strictly mathematical lines little cubes of identical houses of telescoped plan. An air of domesticity is given by placing a television antenna on each house and including a picture window looking out on the bathroom of the house adjoining.

It is miraculous that anyone, in this

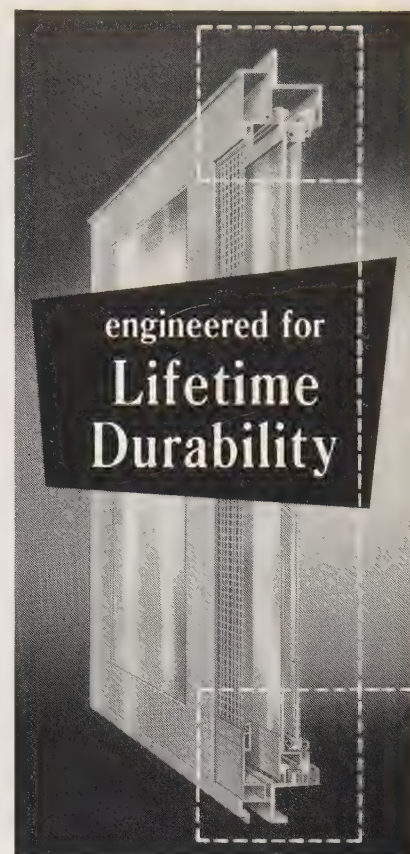
maze of sameness, can ever find his own house. Housewives, of course, often have the discouraging experience of having two or three husbands returning to them in the cool of the evening. Errors are frequently made. There is the classic one of the couple who purchased a house in one subdivision and guided their moving van in error to an exactly similar house in another subdivision. Because of the television antenna and the picture window looking out upon the bathroom of the adjoining house, they were confused. They were further confused by the exactly similar telescoped plan and the narrow kitchen where, if you faced in one direction the water from the faucet of the sink ran down the small of your back; if you faced the other way the range singed what has been spoken of as the large of your back. They spent much time thoroughly modernizing the house, filling mouse holes with plastic wood, covering cracks in the plaster with Scotch tape and the likes; and then had to move out.

Architects have helped many of these housing groups by skillful designs for shopping centers. These become social centers for the communities. Friendships are formed there. There is a sort of uniform for women—slacks in winter, shorts in summer. Shoplifting has been reduced by this, for few form-conscious women would attempt to conceal a cocoa-nut or a pineapple under such garments.

Thus the presence of architecture, as well as the absence of it, is convincing the world of the paramount importance of our profession. And there is loyalty, among architects, to the profession; sometimes, perhaps, too much loyalty to a phase of expression of architecture, rather than to architecture, but not usually.

Concerning loyalty, a Catholic priest told me the story of another priest who was driving along with a rather too-short space between him and the car in front. Suddenly the car in front, driven by a Jewish rabbi, was compelled to make an emergency stop, and, due to the high rate of speed at which both cars were going, a bad crash resulted. The Irish policeman who came to check the situation looked at the rabbi, and then came back to the priest. "Father," he said, "how fast was he goin' when he backed into ye?"

Architects are loyal to the inner spirit of the profession. They like the current outward and visible forms but they know these change with the years. They feel the spirit never changes, never dies. They look back to the period some four decades ago when all the then outward and visible forms of architecture were cast aside. The architectural plant was stripped and cut off close to the ground. But the spirit was indestructible, grew and flowered into present architecture. That architecture, since its inner spirit is firm, will change and grow and develop. Architecture must move forward. "A New Century Beckons."



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Civic Leader

C. ALLEN HARLAN, Detroit electrical contractor, recently appointed by Michigan's Governor G. Mennen Williams to membership on the State's Board of Agriculture, which is the Board of Trustees for Michigan State College, is a great believer in higher education.

He annually donates more than \$100,000 to provide scholarships and help finance other educational projects.

Perhaps no other Detroiters has a wider interest in so many endeavors, or serves on more boards of State and community interest.

In 1953 Harlan returned to the Government \$500,000 he saved on a \$3,000,000 electrical contract at the Jet Engine Plant Chrysler built for the Navy at Utica, Mich., by using two of his inventions, one a device consisting of wheels from his son's soapbox derby racer, to run on a workman's bench along overhead girders of the plant.

Harlan returned the money to Chrysler, though not compelled to do so under his contract, and Chrysler passed it on to the Navy.

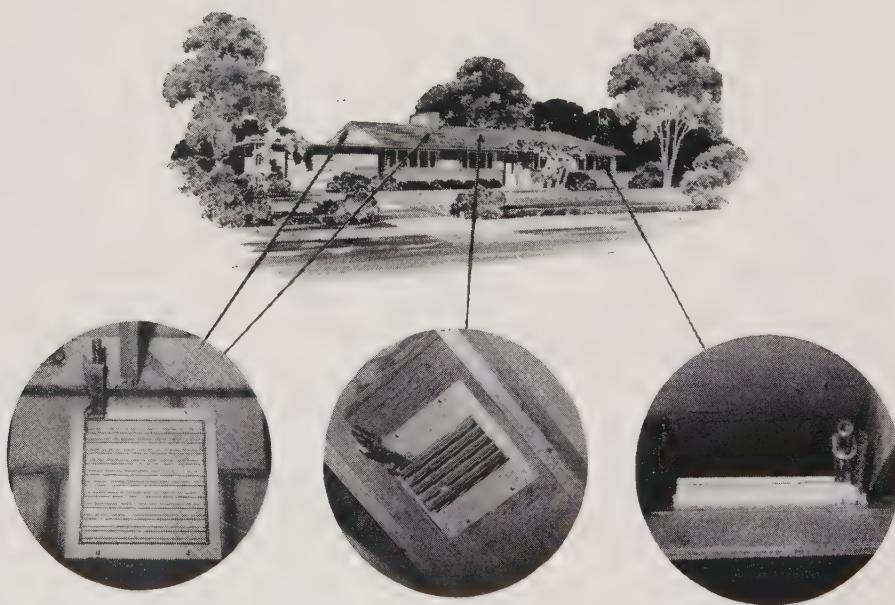
Now head of the Building Industry Division of Detroit's Torch Drive, Harlan has increased the division's budget in recent years from \$84,000 to \$461,368 for 1957.



Harlan's little joke about his family: "I have five sons and each has two sisters."

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proved for registration, numbering 94 architects, 184 engineers, 28 land surveyors, 184 engineers-in-training and 15 architects-in-training.

Certificates will be presented to the new registrants at a ceremony in the Rackham Memorial building on November 23, 1957.

JOHN C. THORNTON, A.I.A. of Royal Oak, was signally honored on October 21, 1957, at the National Safety Council Conference in Chicago.

On the occasion of his retirement as chairman of the Council's Home Safety Conference, Thornton was presented with a framed certificate attesting to his valuable contributions to the cause of human safety.

Thornton's services as a speaker on safety have been in demand from areas throughout the U. S., and many of his articles on the subject have been published in national magazines.

New PR Counsel



HUGH W. BRENNEMAN

RICHARD W. PETERS, of 1353 Columbia, Berkley, Michigan has been elected an associate member of the Detroit Chapter, American Institute of Architects.

Peters received his Bachelor of Architectural Engineering from Lawrence Institute of Technology. He is presently a draftsman with Eero Saarinen & Associates of Bloomfield Hills.

KING & LEWIS, INC., Architects announce the opening of new offices at 15790 Wyoming Ave., Detroit 21. The telephone number remains the same—UNiversity 1-9067.

The firm, composed of Harry S. King and Maxwell Lewis, both A.I.A., was formerly located at 18936 Wyoming.

THE MICHIGAN SOCIETY OF ARCHITECTS announces the appointment of Hugh W. Brenneman, of Lansing, as public relations counsel.

Since graduation from Alma College in 1936, Brenneman has served many statewide business and professional organizations in Michigan in a public relations capacity.

He was active in the field of communications even prior to graduation at Alma, and he was the College's first public relations director. Upon graduation, he became consecutively an administrator in schools, a radio broadcaster, and a communications officer in the U. S. Navy.

Upon his return from service aboard a destroyer in the Pacific, he entered his own practice, in 1945.

THE AMERICAN INSTITUTE OF ARCHITECTS has announced that, because of worldwide interest, extra time will be given to make nominations for the 1958 R. S. Reynolds Memorial Award—the \$25,000 honorary payment to the architect making the "most significant contribution to the use of aluminum" in the building field.

Established a year ago by the Reynolds Metals Company in memory of its founder, R. S. Reynolds, Sr., the annual Award is administered by the AIA.

The first R. S. Reynolds Memorial Award attracted 86 nominations from 19 countries in 1957.

The AIA will accept nominations until January 15, 1958, in order to give architectural societies overseas extra time to name their nominees. This will also allow AIA Chapter more time to designate their candidates.

The Reynolds Award may be given for any type of structure and is not restricted merely to buildings. Prime consideration is given to the creative value of the structure and its potential influence on modern architecture.

To be considered for the Award, an architect must be nominated by either: a Chapter of the AIA, or any architects' society or group outside of the United States, or any college or university.

THE MICHIGAN STATE BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS announces that at its meeting on October 25 those who passed the last examination were ap-

AIA
PCI

*Annual
Christmas
Party
with
Cocktails
Dinner Dance
and
Floor Show
Detroit Yacht Club
December 18
1957*



HARLEY, ELLINGTON & DAY, INC., Detroit architectural and engineering firm has bought an "electronic brain" to relieve its design engineers of much of the "mathematical drudgery" that occupies their time.

Harley, Ellington & Day, Inc., will use the electronic digital computer to do in one hour problems which used to take 30 hours.

The machine will be made available to other Michigan architects and engineers, said Harold S. Ellington, president of the firm. Two programmers trained to operate the computer will be available for consultation on special programs of other firms, he said.

The company will use the computer primarily for earthwork and bridge problems, but it will also be used to figure wind stresses, slab design, truss analysis, heat losses, hydraulics and rigid frame design.

THE SECOND ANNUAL COMPETITION FOR DRAFTSMEN, sponsored by the Michigan Society of Architects and the Michigan Blueprint and Reproduction Association, is now being planned by Jay S. Pettitt, A.I.A., Chairman of the Competition Committee, it is announced by James B. Morison, Society President.

Committee members assisting Pettitt are LaVern J. Nelsen, of Detroit; Karl F. Krauss, Jr., of Lansing, and Brice McMillen, of Grand Rapids.

John Markul, of National Blue Print Company, is the Association's representative on the joint committee.

Competition programs will be ready for distribution in December and closing date for entries will be set for a date in February. Entries will be displayed at the Society's annual convention at Hotel Statler in Detroit, March 12-14, 1958.

WILLIAM GILLETTE, Vice President of Fenestra, Inc. and Past President of the Producers Council, and GERALD G. DIEHL, President of Detroit Chapter, A.I.A. and member of Diehl & Diehl, Architects, spoke at the National Electrical Contractors Association 1957 convention in Cincinnati, Ohio, on Nov. 14. They were selected to be members of a panel to speak on "Coordinating the Construction Industry".

RICHARD B. FERNBACH, A.I.A., formerly director of city planning at Highland Park, Mich., has been engaged as city planning director for Des Moines, Iowa, where the City's planning staff is to be enlarged from five to thirteen members.

Fernbach has been serving as director of city planning at Highland Park since 1948, prior to which time he was senior Detroit city planner in architecture.

He has also been serving as chairman of the executive committee of the Detroit Regional Planning Commission.

THE UNIVERSITY OF MICHIGAN, BUREAU OF SCHOOL SERVICES is planning a conference on school building problems, to be held at St. Mary's Lake on December 11, 12 and 13, 1957.

The Conference program is being directed to the interests of architects, school administrators, school board members and other State agencies concerned with school building planning.

Those planning to attend should make reservations with Russell E. Wilson of the Bureau.

D. J. ZABNER & CO. CONSULTING ENGINEERS, of Detroit, announce the removal of their offices from 1132 Book Bldg. to 10232 W. McNichols Rd., Detroit 21.

The new telephone number is University 3-5550.

The firm is composed of D. J. Zabner and J. W. McDonald, both mechanical engineers, and W. E. Papkus, electrical engineer.

WILLIAM C. FITT, of Birmingham, Mich., about whom we had an item in our November, 1957 issue, appeared before Circuit Judge Frank L. Doty in Pontiac on September 24, and his case was dismissed.

Mr. Fitt had been charged with practicing architecture without a license, but the case was dismissed on the grounds that there was insufficient evidence that a crime had been committed.

HERMAN GOLD, A.I.A. has transferred his membership in The American Institute of Architects from the Detroit Chapter to the Eastern New York Chapter.

Gold, formerly with Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects, is now senior architect with the State of New York, Department of Public Works, Division of Architecture, in Albany.

YAMASAKI, LEINWEBER & ASSOCIATES, ARCHITECTS announce the removal of their offices from 103 Fifth Street, Royal Oak to 1025 East Maple Road, Birmingham, Mich.

The new telephone number is Midwest 6-8400.

Leinweber is a Director of the Michigan Society of Architects.

JACQUELINE M. JOSEPH, who was recently registered in Michigan as an architect, has become a member of the firm of Gould, Moss & Joseph, Architects and Engineer, formerly Nathaniel O. Gould & Thomas W. Moss, Inc.

Nathaniel O. Gould, President of the firm, announces that the organization will continue its offices in Plymouth and Clinton, Michigan.

ALDEN B. DOW, F.A.I.A., of Midland, Mich., was made an honorary member of the Michigan Library Association at its recent convention in Detroit, "for his outstanding contribution to architecture in general and to library architecture in particular."

He was architect for Midland's Grace A. Dow Memorial Library, and he assisted in planning the Phoenix, Ariz., Civic Center, which includes a library.

Dow, who was made a Fellow of The American Institute of Architects at its Centennial Convention in Washington last May, was cited for the excellence of his design.

A. CHARLES JONES ASSOCIATES, INC., ARCHITECTS of Flint, announce the removal of the firm's offices to new and larger quarters at 204 E. Second St.

The telephone number remains the same—CEDar 8-8101.

NORMAN J. LEVEY, A.I.A., ARCHITECT announces the removal of his offices from 1620 Guardian Bldg to 1040 W. Fort St., Detroit 26.

The new telephone number is WOODward 2-5205.

Henry Keough

Henry J. Keough, A.I.A., 73, a practicing architect in Detroit for more than 40 years, died suddenly on November 1.

Born in Richfield Springs, N. Y. January 1, 1884, he received his bachelor of architecture from Syracuse University in 1909. He was registered as an architect in Michigan in 1916, following which he became a member of the firm of Van Leyen, Schilling, Keough & Reynolds. In recent years he had practiced as Keough & Jensen at 15875 James Couzens Highway. His partner, Carl R. Jensen, A.I.A. died in 1950, and when Mr. Keough retired last year the firm's practice was taken over by Robert J. West, A.I.A.

Mr. Keough's firms had been responsible for some of Detroit's most important projects, including Catholic churches, schools and other institutional buildings.

The deceased was a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects, having served as Society Director and Treasurer. He was also a member of the Michigan Engineering Society, and he served four terms as President of Sigma Chi Fraternity Alumni Association.

He is survived by his wife, Florence; two sons, Edward S. and James B.; two daughters, Mrs. Dorothy Livingston and Mrs. Mary H. Cron, and ten grandchildren.

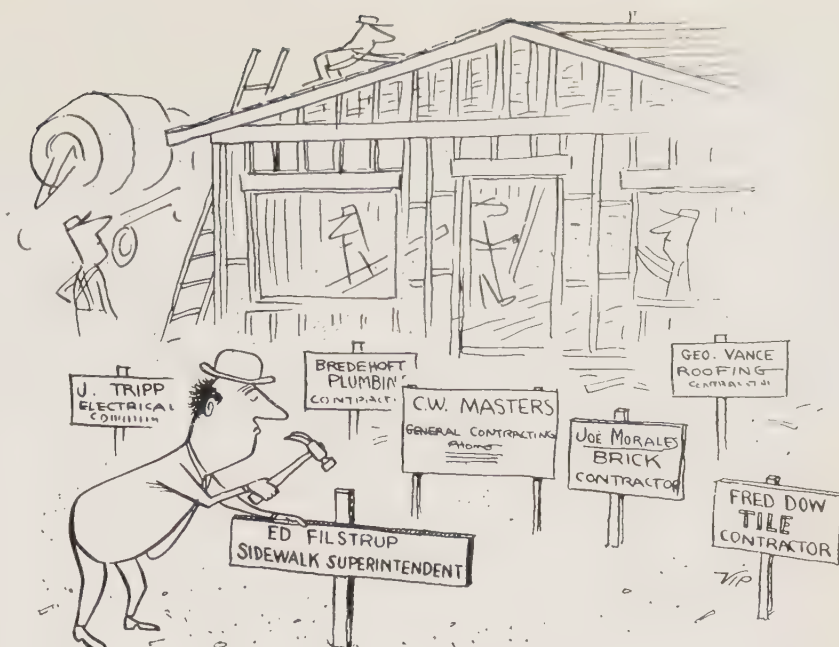
The family home is at 1535 Fairway Drive, Birmingham, Mich.

Exams

THE MICHIGAN STATE BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS announces that the next Architect-in-Training and Engineer-in-Training examinations will be held on February 1, 1958 at the Rackham Building, Detroit; Michigan College of Mines, Houghton; University of Michigan, Ann Arbor, and at Michigan State College, East Lansing.

For Architects-in-Training the examination will cover the Structural portion of the Architect examination, and will be of four hours duration—from 8:00 A.M. to 12:00 M. The Engineer-in-Training examination will cover fundamental engineering problems, and will be of eight hours duration—from 8:00 to 12:00 and from 1:00 P.M. to 5:00 P.M.

Deadline for filing applications to write the examinations is December 15, 1957.



Architect?

For your enjoyment courtesy Pomona Tile Manufacturing Co.

From Liberia

DONALD F. WHITE, A.I.A., of the Detroit architectural firm of White & Griffin, has just returned from two years in Liberia, where he was sent by the U. S. International Cooperation Administration, to assist in developing a ten-year program for the expansion of the 30-year-old Booker Washington Institute.

The project, Wright states, is a part of U. S. participation with the Liberian Government's program, in which professional, technical, trade and craft personnel are furnished to further develop the technical institute, situated on a 1000-acre tract in the City of Kakata, about 50 miles N. E. of the Capital and port City of Monrovia.

White says that much of the area is now farm land, producing rubber, as

well as coffee, cocoa, pineapples and other food products, but is rapidly being built up for the Institute.

He adds:

"United States capital is being invested by Firestone, Raymond Concrete Pile Company and other interests such as lumber, shipping, air lines, etc., to develop the resources of the country."

Upon White's return to Detroit, to resume charge of his firm's office, his partner, Francis E. Griffin, A.I.A., took his place in Liberia.

Both White and Griffin are graduates of the University of Michigan, College of Architecture and Design. Griffin was an instructor and assistant professor in architecture at Howard University in Washington, D. C. They formed their partnership in 1946. Their offices are in the Lawyers Building, 139 Cadillac Square, Detroit.



Below, left is shown new housing built for White and his associates. Of concrete block and glass, it represents open planning at its maximum.

Below, right: native-built structure of reeds and vines will have thatched roof. The machete, "universal weapon," was the only tool used in its construction. Interior walls will be plastered with clay.

Shown above is natural growth of native palm.



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Detroit 7 • Michigan

Detroit Architects Design Own Offices As Functional Showcase



FRONT FACADE

CHARLES N. AGREE, INC., Architects, are now in their new contemporary-styled office building at 14330 West McNichols, Detroit, Michigan.

The new building not only houses the various executive offices and drafting rooms but highlights a variety of construction and decorative materials that may be specified in commercial architectural customer selection. According to A. Arnold Agree, vice president of the firm, "A visiting client will be able to see over fifteen different lighting arrangements and controls in use. There are over fifteen room areas, each utilizing a different floor treatment, wall covering and ceiling design. Vinyls, fiberglass, grained woods, cloth, cork, chemical and mineral composites are combined in dozens of colors to make each area a complete visual unit."

In the paneled conference room, the intensity of a large bank of overhead concealed fluorescent lights can be dial-controlled by a client in order to visually select the foot candle light intensity desired in the building being designed for him.

Entrance to the Agree offices is gained through a landscaped garden court which is colored by over three dozen different flowers and plants set off by a pair of dogwood trees and an ornamental Espaliered Pear tree. Rimming the building are adjustable spotlights which will focus on pieces of modern sculpture. The textured concrete walk-

way is heated for automatic clearance of ice and snow. The building itself, containing over 5,700 square feet of space, is of structural steel with face brick and a large overhanging roof. Areas facing the court are principally glass set in clean horizontal lines trimmed at the top by custom ceramic tile panels and at the bottom by shelf rock. Air conditioning, split forced air and hotwater heating systems, as well as polarized skylights are among the other features in this architectural showcase office structure.

The Agree architectural organization consists of Charles N. Agree, president and founder; A. Arnold Agree, vice president and secretary and Eugene W. Mitton, treasurer, as well as a staff of draftsmen and designers. All the principals are members of the American Institute of Architects and the Michigan Society of Architects.

Charles Agree's office features a beige motif with harmonizing grass cloth walls, cork floors, matching marble accessories and draw draperies to blend. Blue is the dominant color in the office of Arnold Agree, with white and blue draperies blending. The executive office of Mitton is paneled horizontally in a select mahogany while the business office and reception areas have demountable multi-colored divider panels. All ceilings are of a sound diffusing or absorbing type and flameproof.

In outlining the history of the firm, founded 38 years ago, Agree revealed

that it was an influential factor in design concepts during the 1920's, especially in the field of apartment hotels. The Whittier, Belcrest, Wilshire and Seville apartment hotels in Detroit are typical examples of the Agree architecture of that period.

The 1930's and 40's found the Agree organization gaining preeminence as designers of theatres and many of Detroit's plush movie palaces were born on drawing boards of the Agree people.

Since the end of World War II, the name Agree has graced the finest in department stores, supermarkets, chain outlets, community and regional shopping centers. Charles N. Agree's philosophy is "if it helps the client's business, it's good architecture." The Agree firm's efforts to give the client the most functional, yet attractive, installation possible at the lowest cost has earned it its reputation in this field.

In designing its new office building adjacent to an existing structure which houses offices of doctors and lawyers, the Agree firm has patterned the external appearance to harmonize with its neighbor and this has resulted in each building complementing the other.

"From the hand-wrought monogram that is the front door handle to the automatic lights that illuminate the rear area, we feel we have created a building that has good visual appeal," said Agree, "without sacrificing any of the functional innovations or client services that we had wanted."

DRAFTING AREA



A. ARNOLD AGREE

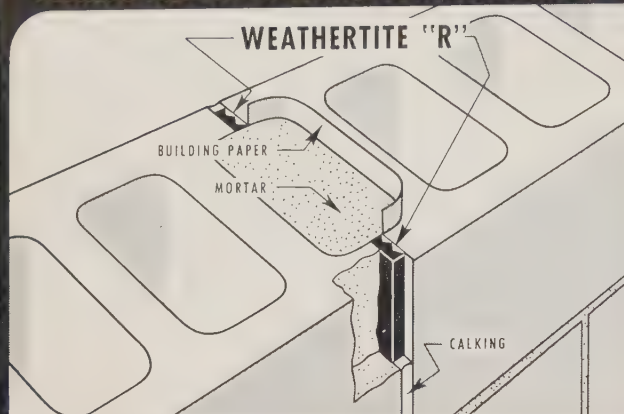


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See Sweet's Architectural File, Section 9, or write for information.

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Products News

Producers' Council MICHIGAN CHAPTER

Carolina Geiger, Rec. Sec.
Trinity 2-4500—Extension 48.

Calendar of Coming Events

- Dec. 18—Christmas Party at Detroit Yacht Club, Belle Isle
- Jan. 14—Hunter Douglas Aluminum Corp. Dinner, Fort Shelby Hotel, Detroit
- Feb. 11—Mechanical Trades Night Dinner, Fort Shelby Hotel, Detroit
- Mar. 13—A.I.A. Convention Cocktail Party, Statler Hotel, Detroit
- Apr. 14—Dinner Meeting, Sponsored by Kawneer Co., Fort Shelby Hotel, Detroit

AN ILLUSTRATED TALK by Murray L. Quin, authority on integrated, flexible ceiling and lighting systems, and sponsored by the Day-Brite Lighting, Inc., was given at the Fort Shelby Hotel, Detroit on October 22 under the auspices of the Michigan Chapter of the Producers' Council, Inc.

Quin demonstrated his talk on the modular assembly of ceilings and its relation to the lighting, sound and thermal environment by slides and actual sample installations. Some new designed lighting features were shown for the first time.

At the speakers table besides Quin were Walter G. Sandrock, Eugene Hanum, G. Frederick Muller, Louis G. Redstone, President Charles W. Trambauer, E. Burton Wolf, Dales Crites, Marvin R. Wolf, Charles Amick and Stanford B. Wolf.

Among those attending the dinner were Frank Wright, Amedeo Leone, Fred Bennett, Russ Wentworth, John Blair, Henry Abrams, Sam Ross, Rex Marshall, Fred Schoettley, William Fernald, Sanborn Brown, Stanley Fleischer, Harold Broock, Frederic Fairbrother, Stan Bragg, Gustav Muth, Sam Burtman, Homer Fowler, Earl Meyer, Leo Bauer and Fred Ready.

Paul Tilds, Linn Smith, Leo Perry, Carl Habermas, Homer Dallacqua, John Cross, Larry Jameson, Louis Blume, Emil Jehle, Bill Snure, Orrin Griffith, Byron Becker, Ernie Baker, Don Snavely, Otto Kavieff, Bill Commons, Ray Perkins, Leonard Gussow, Henry Clay Hall, Carl Freiwald, Mossie Belco, L. R. Hendrickson, Chuck Garascia, Ernest Greenberg, Russel Lee, Albert Schoerger, Charles Mock and Ralph Eldred.



John Henderson

NEW B. & T. SECRETARY-MANAGER

WILLIAM C. DENNIS has been appointed Secretary-Manager of the Builders' and Traders' Exchange of Detroit according by Fred J. Auch, president of the Exchange.

TIMBER STRUCTURES, INC., have available a color 16 millimeter movie with sound, running for 21 minutes, entitled "Buildings For Tomorrow" for architects, engineers and colleges.

The film emphasizes the adaptability of glued laminated structural members for all types of work. It contains views of finished jobs throughout the country where Glulam by Timber Structures, Inc. was used in churches, schools, warehouses, airplane hangars, falsework and bridges.

The last part of the film is devoted to fire resistivity of Glulam and follows in detail the fire test recently made at Timber Structures under the direction of Charleston Laboratories, an independent research organization. Anyone interested in securing this film should call SLocum 8-3700 in Detroit, Michigan.

A 1949 graduate of Wayne State University, Dennis has served as assistant secretary of the Retail Merchants Assn.; assistant manager, Detroit Board of Commerce; and as manager of the Board's Housing and Civic Development department.

Last June, he became executive vice president of Greater Detroit Productions, Inc., a group organized to privately sponsor the Aqua Follies in Detroit.

Active in civic affairs, Dennis is a member of the Inter-Community Relations Sub Committee, the Parking, Transit and Traffic Sub Committee, and the Cultural Center Sub Committee of the Mayor's Detroit Tomorrow Committee. He is a member of the Planning Committee of the Detroit Committee for Neighborhood Conservation and Improved Housing, and of the Association Executives of Michigan. He is a director of Detroit's International Riverama, Inc., and of the Commercial Secretaries Assn. of Detroit.

He is one of the incorporators of the Detroit Shippers Association and is a past director of that organization.

GARDNER C. VOSE, INC., has been appointed sales representative for the Mills Company of Cleveland, Ohio. The Vose firm is located at 9545 Grand River Avenue, Detroit, Michigan and their telephone number is TExas 4-2198.

RUUD MANUFACTURING COMPANY, Kalamazoo, Mich., is distributing a newly revised commercial catalog that describes the firm's complete line of commercial gas water heaters.

Seventeen models are presented in A G A Use Approval Classifications. There is data on application, construction specifications, controls, hot water deliveries, and space requirements.

The catalog also contains information on the Ruud Equal-Flow manifold assembly for multiple-unit installation of Sanimaster gas water heaters.

ELWIN M. PELL, of Kalamazoo, has been appointed structural field engineer for the Portland Cement Association in southwestern Michigan according to J. Gardner Martin, Michigan district engineer for the Association.

Pell will make his headquarters in Grand Rapids.

Prior to joining the Portland Cement Association staff, Pell was employed in the bridge division of the Michigan State Highway Department and served as a structural engineer for the Miller-Davis Co. and for Harold Davidson, both of Kalamazoo.

Pell attended Western Michigan University and the University of Michigan receiving a master's degree in structural engineering from the latter in 1953. He is a member of the National Society of Professional Engineers and American Society of Civil Engineers.



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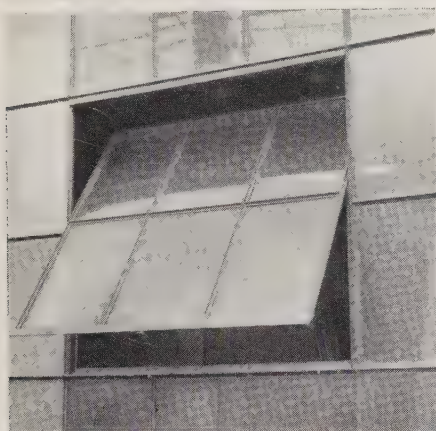
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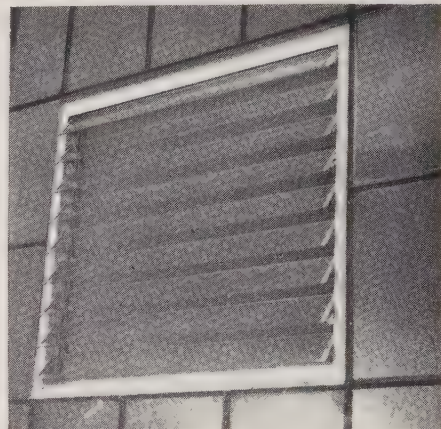
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ESTABLISHES OWN BUSINESS

O. A. ("BUD") ZERGA, long identified with the face brick industry in Detroit, has established his own business at 9214 Rutherford Ave., Detroit 28. The telephone number is VERmont 6-0923.

The new firm, under the name of O. A. Zerga Company, Inc., will handle, in addition to face brick, a complete line of structural clay products and aluminum building items.



FIELD ENGINEER FOR PORTLAND

DANIEL A. SHANAHAN, of Detroit, has been appointed field engineer specializing in housing and products for the Portland Cement Association, it is announced by J. Gardner Martin, Michigan district engineer for the Association.

Shanahan, who will make his headquarters in Detroit, has recently been engaged in promotion and sales work for American Prestressed Concrete, Inc., of Detroit.

THE DOW CHEMICAL COMPANY has developed a new perimeter cavity wall insulating material with built-in labor saving feature for the construction industry.

Tests of the product have shown that labor savings up to 50 percent consistently can be realized against competing forms of perimeter and cavity wall insulation.

Trademarked Scorbord, the new product is a black smooth-surfaced board of expanded polystyrene measuring one inch thick, two feet wide and eight feet long.

The labor saving, according to Dow, results from the fact that no tools and very little time are needed on the job to fabricate Scorbord to size.

To make this possible, three prominently marked striations have been cut the length of each board at the 3, 12, and 20-inch marks across its width.



SCORBORD

This lets the installer snap off widths of 3, 4, 8, 9, 12, 17, 20 and 21 inches as well as utilize the original 24-inch width. Dow spokesmen say this selection of sizes should be ample for most standard foundation perimeters and cavity wall uses.

Like other materials in Dow's family of Styrofoam products, Scorbord is lightweight, waterproof, rotproof, chemical resistant, and has no food value for rodents or insects. In addition, the product's structural strength permits the pouring of concrete slabs directly upon it.

Dow presently is building up a network of selected building materials suppliers to distribute the product on a national scale.

Scorbord will be available at no increase in price over Styrofoam.

DIEBOLD INCORPORATED are now in their new Detroit Branch Office at 16531 Wyoming Avenue after so many years on Cass Avenue. They held a formal opening on November 14 and 15. Their new telephone number is DIamond 1-8620. Thomas Cortright is Branch Manager.

MICHIGAN DRILLING CO. one of Michigan's oldest and most experienced firms in soil testing and analysis for foundation recommendations and specialists in diamond drilling in reinforced concrete and bed-rock, have moved their offices and laboratories to larger quarters at 14555 Wyoming Avenue, Detroit 38, Michigan.

The firm, established in 1927, has done among large projects in the state Detroit's City-County Building, all City of

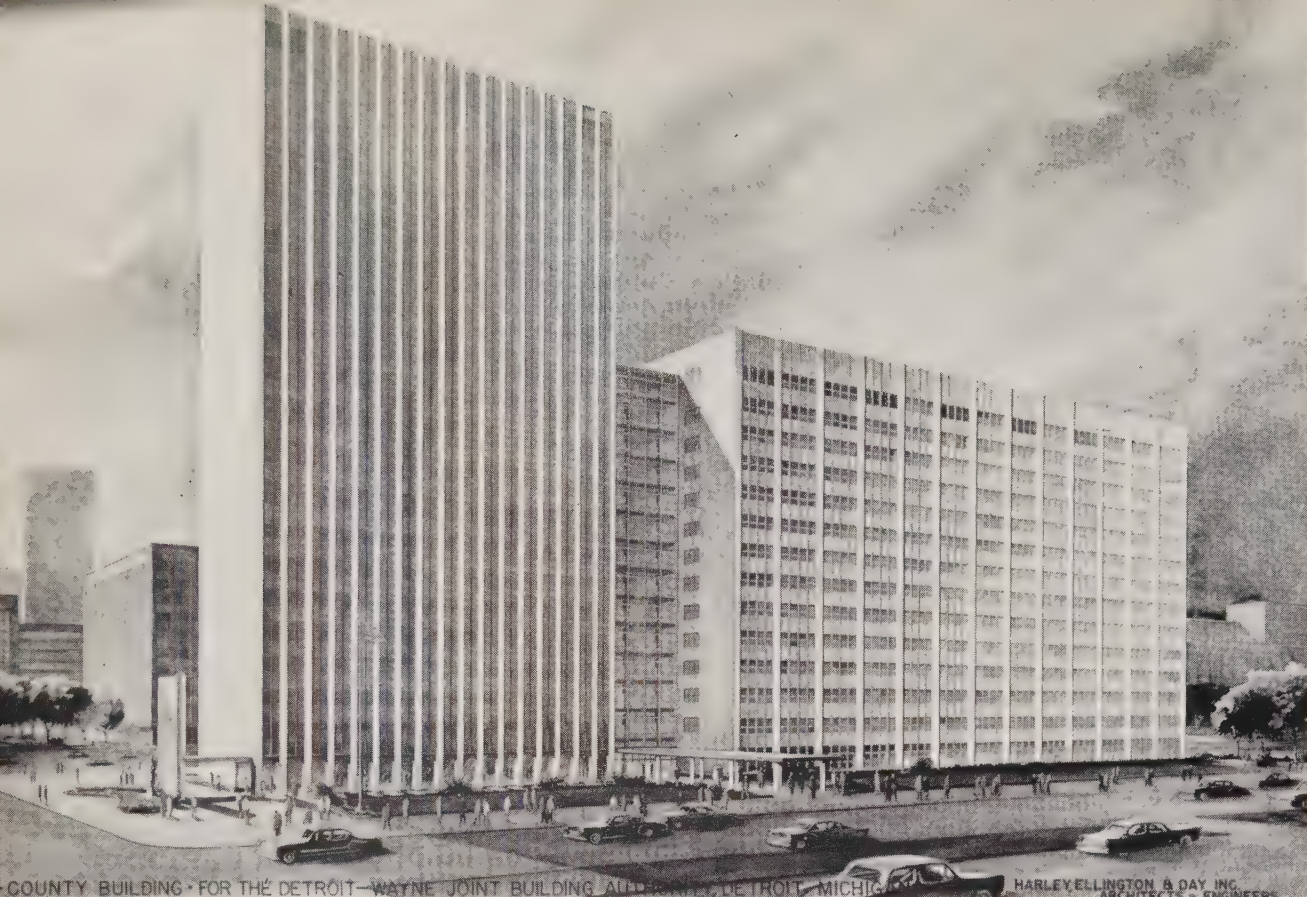
Detroit Board of Education schools, J. L. Hudson's Northland and Eastland Shopping Centers, all of the Arch Diocese of Detroit Catholic churches and schools, the Petro-Chemical and Plastic plant for Dow Chemical Co. at Bay City; Veteran's Hospital, Battle Creek; and all recent projects at Michigan State University, East Lansing.

Michigan Drilling Company's new phone numbers are WEBster 3-8717 and WEBster 3-1739.



Above: One of four modern two-story buildings in the new Baseline Office Center, Warren, Michigan, designed by George E. Thomas, AIA, and built by Paul H. Johnson, Inc. Each two-story unit encompasses over 22,000 square feet of floor space and the Center features air conditioning, covered walkways, parking for 340 cars, and separate entrances and reception lobbies for each building.

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Membership Roster — By Localities

Active Membership in the Michigan Society of Architects is composed of corporate members of The American Institute of Architects, through the three Michigan Chapters: Detroit 492, Saginaw Valley 42, Western Michigan 121 and Non-Resident members 118; Total 779.

The Society Has Six Honorary Members: Wilfred F. Clapp, Director, School Organization & Plant, Dept. of Public Instruction, Lansing, Mich.; W. Hawkins Ferry, 17100 E. Jefferson Ave., Grosse Pte. 30, Mich.; Marshall Fredericks, Sculptor, 4113 N. Woodward Avenue, Royal Oak, Mich.; C. Allen Harlan, 901 W. Milwaukee, Detroit 2, Mich.; George H. Miehl, President of Albert Kahn Associated Architects and Engineers, Inc., 345 New Center Bldg., Detroit 2, Mich., and Joseph P. Wolff, Commissioner, Department of Buildings and Safety Engineering, 4th floor, City County Bldg., Detroit 26, Mich.

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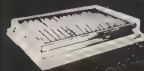
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AT THIS CHRISTMAS SEASON, Ashley Cooper, columnist on the Charleston (S.C.) *News Courier*, has gathered into a pamphlet what he calls the *Dictionary of Charlestonese*, which sells for twenty-five cents, the profits going to the newspaper's Christmas charity fund.

Says Ashley:

"Although, as everyone knows, Charlestonians speak perfect English, residents of many other sections of the United States, unfortunately, do not. Ironically, these sloppy talkers from elsewhere complain sometimes, while visiting the Holy City, that they cannot understand the pure and clear accents of Charlestonians."

Examples:

AIR—What you hear with.

BECKON—Meat from a pig, often eaten with aigs for brake-fuss.

BUN—Consume by heat. "When you make toe-est, don't bun the braid."

COINED—Humane. "He was always coined to animals."

LAYMAN—A fruit from which Laymanade is made.

MINE EYES—Salad dressing.

POET—To transfer a liquid. "Poet from the pitcher to the glass."

SEX—One less than seven, two less than eh-et, three less than noine, foe less than tin.

SNOW—To breathe loudly and heavily while sleeping.

WRETCHED—The long name for the nickname "Dick."

TARRED—Plum bushed.

DOUGH—What opportunity comes knocking on.

ROW—The noise a lion makes.

AARON—Usually done by the aaron boy.

SHOW—Positive and absolute.

POACH—The poor man's veranda.

GNAW LENS—Teh place where they have the Mardi Gras.

AND A LITTLE BOY, just returned from a trip through the West, was describing the details to a friend:

"There were Indians to the right of us, Indians to the left of us, Indians behind us, Indians in front—"

"Wowee!" cried the friend. "What did you do?"

"Well," replied the other, bravely, "gee, what could we do? We bought a blanket."

Sometimes a postscript is the most important part of a letter, according to John G. Fuller, of the *Saturday Review*, who gives the following as an example:

Dear Sir:

I have sent you a manuscript which you have failed to consider, and I think you are a big jerk, and I mean the biggest. I also think when it comes to stupidity you deserve all there is in the book. You're not known for your astuteness and judgment but I do know your total idiocy, which is beyond man's reason. I cannot express what I think. If prizes are to be awarded for imbecility, you surely deserve the biggest, the greatest prize, and there is no doubt you deserve this top award.

(Author's name here)

P.S. Just received, your letter accepting my manuscript and your check. Have changed my mind. Read every other line.

REGIONAL ARCHITECTURE has its parallel in regional dialect, customs, etc.: A Western newspaper reports that a recent bridegroom petitioned for annulment of his marriage, claiming it was not legal anyway, on the grounds that the old man didn't have a license to carry a gun.

IN ANOTHER INSTANCE the old man asked the youngster, "what are your intentions regarding my daughter, are they honorable or dishonorable?"

The reply:

"Do you mean I have a choice?"

AND THE NE'ER-DO-WELL who was ailing said the doctor told him to eat plenty of chicken and stay out of the night air.

Then he added, "you know, you can't do that."

A KIBITZER who saw a bridge player bid seven spades evidenced surprise. Each time a card was led and a trick taken—further surprise.

When the contract was made, the bidder turned to the kibitzer and asked, "Now, what was wrong with that, what should I have done?"

The answer: "You should have bid six hearts."

When the player pointed out that he had bid seven spades and made it, the kibitzer replied:

"But you wouldn't have if you had played it right."

CHESTER JOHNSON, of Highland Park, Mich., was charged with issuing bad checks.

Police said he admitted writing "between six and ten."

Among them was a phony check in the amount of \$68.80 issued to an office equipment company in payment for a check protector.

AND ANYONE WHO GOES TO A PSYCHIATRIST should have his head examined.

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Architects In The News

Kansas

PROFESSOR PAUL WEIGEL, F.A.I.A., will be stationed in Ankara, Turkey, during the coming year as architectural advisor to the Turkish Government in the planning of a new land-grant-college type of university to be located near Erzurum, Turkey.

New Jersey

JAY C. VAN NUYS, A.I.A., has been retained by the N. J. State Board of Education as Architectural Consultant to assist in the preparation of a long-range development plan for each of the six N. J. State Teachers Colleges.

NEW JERSEY SOCIETY OF ARCHITECTS, has moved its offices to 120 Halstead Street, East Orange. Telephone OR. 2-7900.

New York

ROME PRIZE FELLOWSHIPS: Applications for a limited number of fellowships will be received at the office of the American Academy in Rome, 101 Park Ave., New York 17, N. Y. until December 31, 1957. The fellowships are awarded in architecture, landscape architecture, painting, sculpture, history of art, classical studies and musical composition. The awards are based on evidence of ability and achievement and are open to all citizens of the United States. Candidates will receive \$1,250, a year, round trip transportation, studio space, residence at the academy and travel allowance.

FULBRIGHT SCHOLARSHIPS: Graduate study or research in architecture is offered in Australia, Austria, Chile, Denmark, Finland, France, Germany, Italy, Japan, the Netherlands, Norway and the United Kingdom. Candidates for Japan must know the language, and in non-English-speaking European countries at least some knowledge of the language must be demonstrated. Information may be obtained from the Institute of International Education, One East 67th St., New York 21, N. Y.

PHILIP C. JOHNSON, A.I.A., Society of Architectural Historians director, has been chosen by the International Council of the Museum of Modern Art to plan and decorate the main conference room of the new UNESCO building in Paris.

HARRY M. PRINCE, has been elected president of the New York State Association of Architects. Also elected were: John W. Briggs, 1st vice president; Frederick H. Voss, 2nd vice president; S. Elmer Chambers, 3rd vice president; Simeon Heller, secretary and Martyn N. Weston, treasurer.

JOHN J. QUACKENBUSH, has been elected president of the Eastern New York Chapter, A.I.A. Also elected were J. Charles Cataldo, vice president; Frank J. Matzke, secretary and Paul W. Benedict, treasurer. New directors are Fay A. Evans, Jr., James A. Mero, Bailey M. Cadman. Mero was also elected a director of the state association.

Ohio

CLEVELAND CHAPTER, A.I.A., has opened new executive headquarters at 1010 Euclid Ave., Cleveland 15, Ohio. Telephone PRospect 1-5045.

HAROLD H. MUNGER, F.A.I.A., has been elected president of the Ohio Board of Examiners of Architects. Mr. Munger was appointed by former Governor Lausche in 1946 and has served on the board continuously since. During this time he has served two previous terms as president of the board.

Oregon

WALTER GORDON, Portland, architect and vice president of the Oregon Chapter, A.I.A., has been named to the state board of architect examiners.

Pennsylvania

CLARE CORNELIUS, has been elected president of the Pittsburgh Architectural Club. Also elected were James Morgan, vice president; August DeGiovanni, secretary and William Janusey, treasurer. Directors are Richard Thomssen, James Armstrong and Stanley Pyzdrowski.

In Memoriam

ERNEST BROOKS, 78, at his home in Lawrence, L. I., N. Y., on Nov. 14th.

HANS CHRISTENSEN, 77, at his home in Chicago, Ill., on Nov. 11th.

WARD CUNNINGHAM, 84, in his home city of Flushing, N. Y., on Nov. 10th.

W. FORDON JAMIESON, F.A.I.A., 63, in his home city of Denver, Colorado, on Oct. 23rd.

BERNARD MAYBECK, A.I.A., 95, at his home in Berkeley, Calif., on Oct. 3rd.

EVERETT L. PETERSON, A.I.A., at his home in Kansas City, Mo., on Oct. 8th.

MEADE A. SPENCER, 61, in his home city of Cleveland, Ohio, on Oct. 7th.

I. GAYDEN THOMPSON, A.I.A., 49, while in route from Baton Rouge, La., to his home at Marshall, Texas, on Nov. 1st.

Connecticut

MAYOR TEDESCO caused the Gothic Revival to enter politics in Bridgeport, Conn. One of his campaign planks was the preservation of the Harral-Wheeler House designed by Architect A. J. Davis in 1846.

Washington, D. C.

THE SOCIETY OF ARCHITECTURAL HISTORIANS, will hold its 11th annual meeting in Washington, D. C., January 30th thru February 2nd, 1958, in conjunction with the College Art Association. Program chairman is Walter L. Creese of Hite Art Institute, University of Louisville, Louisville 8, Ky.

WILLIAM LESCAZE, F.A.I.A., Swiss-born architect, has been chosen to design a new chancellery building for the Swiss Government in Washington, D. C.

Mr. Lescaze was the architect for the Longfellow Building, one of the first modern buildings in Washington.

Indiana

THE INDIANAPOLIS HOME SHOW, announces its Seventh Annual Architectural Competition. Any architect, architectural designer, draftsman, or student in a recognized school of architecture may participate. The problem is to design a midwestern suburban house for a family of four consisting of parents, a 16 year old boy and a 14 year old girl.

There will be a \$1,000 first prize, \$500 second, \$200 third and six honorable mentions @ \$50. Additional information and entry blanks may be obtained from Architectural Advisor, Indianapolis Home Show, Inc., 1456 N. Delaware St., Indianapolis 2, Ind. December 31st is the dead line for filing application.

Massachusetts

OSCAR L. VAUGHAN, A.I.A., of Andover, recently was elected president of the Boston Chapter of the Construction Specifications Institute.

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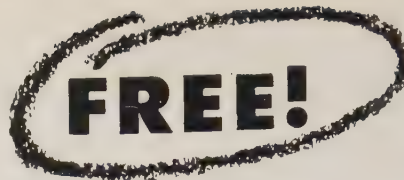
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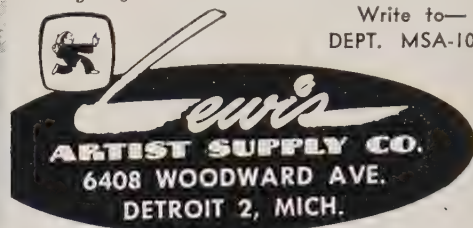
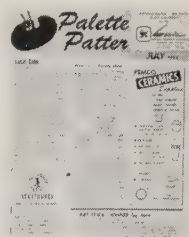


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**A.I.A.-P.C.I.
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In January Issue**

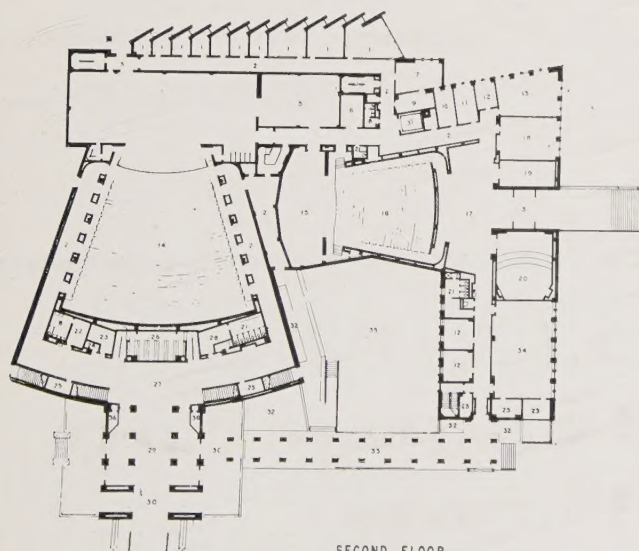
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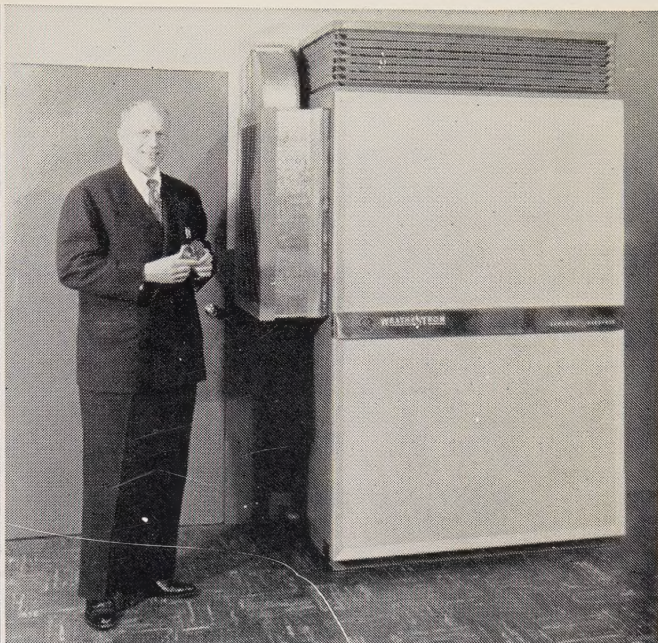
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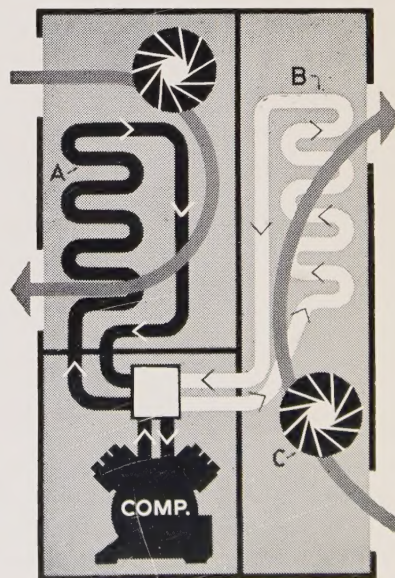
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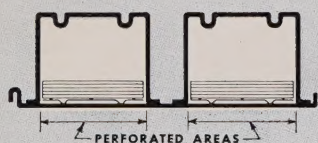


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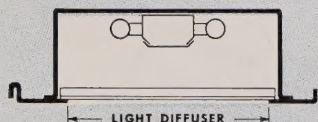
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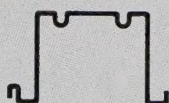


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